

LIFE



BASKET HANDBAGS

MARCH 29, 1948

15 CENTS

IN THE HAND OF



Vilhjalmur Stefansson

Vilhjalmur Stefansson, world-famous explorer and scientist, who has contributed much to our knowledge of the northern polar regions. Also editor of the popular book, "Great Adventures and Explorations."

World's most wanted pen...

Parker "51"



NORTH—south—east—west—Parker "51" is the most cherished of all writing instruments.

77 surveys in 29 countries proclaim its popularity. Even in far-off Sydney, Australia, for example, the preference for Parker exceeded that of the *next three leading makes combined*.

Here is a pen of simple, unspoiled beauty. Smartly tapered—perfectly balanced. Precision-made from cap to point. You choose from a wide range of individualized custom points. Each is designed to suit a different style of writing. Each starts on the instant—glides across the paper with light and eager

touch... and has no moving parts to wear or clog or fail.

Only the "51" is designed for satisfactory use with new Parker *Superchrome* Ink. The most brilliant permanent ink ever created, it also *dries as it writes!* You never need a blotter.

See the Parker "51" today... the world's most-wanted gift pen. Perfect for birthdays and anniversaries. Choice of distinctive colors. Individual "51" Pens (including the new *demi-size*), \$12.50; \$15.00. Pencils, \$5.00; \$7.50. Sets, \$17.50 to \$80.00. Parker V-S Pens, \$8.75. Pencils, \$4.00. The Parker Pen Company, Janesville, Wis., U. S. A., and Toronto, Can.

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PARKER *Superchrome* INK WHOLLY NEW... FOR THE PARKER "51" PEN ONLY! SUPER-BRILLIANT, SUPER-PERMANENT, WRITES DRY!

with hair like this, you'll hear:

"hello handsome"

How would you like to have handsomer hair? Here's how to make that dry, misbehaving mop lustrous and well-groomed. Use ...



Product of
Bristol-Myers

Vitalis and the "60-Second Workout"

to stimulate scalp...keep hair handsome



50 seconds to massage—Feel that tingle? That's the alcohol in Vitalis stimulating your scalp. Different from those dressings that contain nothing but oil!

Won't dry your hair—The alcohol disappears, leaving a fine protective film of pure vegetable oils evenly distributed over hair and scalp.

Conditions your scalp — Routs loose dandruff, helps check excessive falling hair.



10 seconds to comb—Man, what grooming! What natural lustre! No greasy look—Vitalis contains no mineral oil. Get Vitalis ... at any drug counter.

Your barber is an expert. He knows how to keep your hair handsome, stimulate your scalp. Ask him about Vitalis and the individual, sanitary Seal tube application.



Vitalis and Seal tube are trade marks of Bristol-Myers

This One



WGNZ-4SO-4J8H

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Lily Pons

Hear the great artists at their best on
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She's the Lily Pons you hear in concerts... and at the Metropolitan Opera... the Lily Pons whose living voice is so faithfully reproduced on Columbia Masterworks Records. If you haven't yet discovered the marvelous realism of Columbia's modern plastic record surfaces... go to your record dealer's and listen to any one of the late releases listed below.

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Symphony Orchestra of New York
 Artur Rodzinski conducting
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 The Ballet Society's Production of

The Medium and The Telephone

(Gian-Carlo Menotti) (with Marie Powers, Evelyn Keller, Beverly Dame, Catherine Mastice, Frank Rogier and Marilyn Cotlow with orchestra conducted by **Emanuel Balaban**)
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Pittsburgh Symphony Orchestra

Fritz Reiner, Conductor
 Mozart: *Symphony No. 40 in G Minor (K. 550)*
 Columbia Masterworks Set MM-727-MMV-727 (Vinylite)

JENNIE TOUREL

with **Pietro Cimara** conducting the **Metropolitan Opera Orchestra**
 Jennie Tourel in *Rossini Arias*
 Columbia Masterworks Set MM-691

JOSEPH SZIGETI

Stravinsky: *Pastorale for Violin and Wind Quartet* (with **Igor Stravinsky** conducting); *Russian Maiden's Song* (with **Igor Stravinsky**, Piano)
 Columbia Masterworks Record 72495-D



INDISPENSABLE NEW GUIDE TO MUSIC
 Packed with information to help you enjoy music more! Descriptions of 1,000 masterworks! Lives of nearly 100 composers! Written by 15 outstanding writers on music, **The Columbia Book of Musical Masterworks** is edited especially for the record collector by **Goddard Lieberson**—composer, novelist, record authority. Now at your record dealer's... only \$5.00.

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A LOT OF GROWING TO DO

This is a big country and to furnish nation-wide telephone service, the Bell System has had to be big for a long time. But in the last few years it hasn't been nearly big enough.

Even though we've broken all records and added more than 6,000,000 new telephones in the past two years, there are still about a million orders for service that we haven't been able to fill because of lack of equipment, switchboards, cable and buildings. Many more Long Distance circuits also are needed.

It will take time and a lot of money to make the Bell System big enough for the nation's needs but we're on our way — in a big way — to giving you more and better service than ever before.

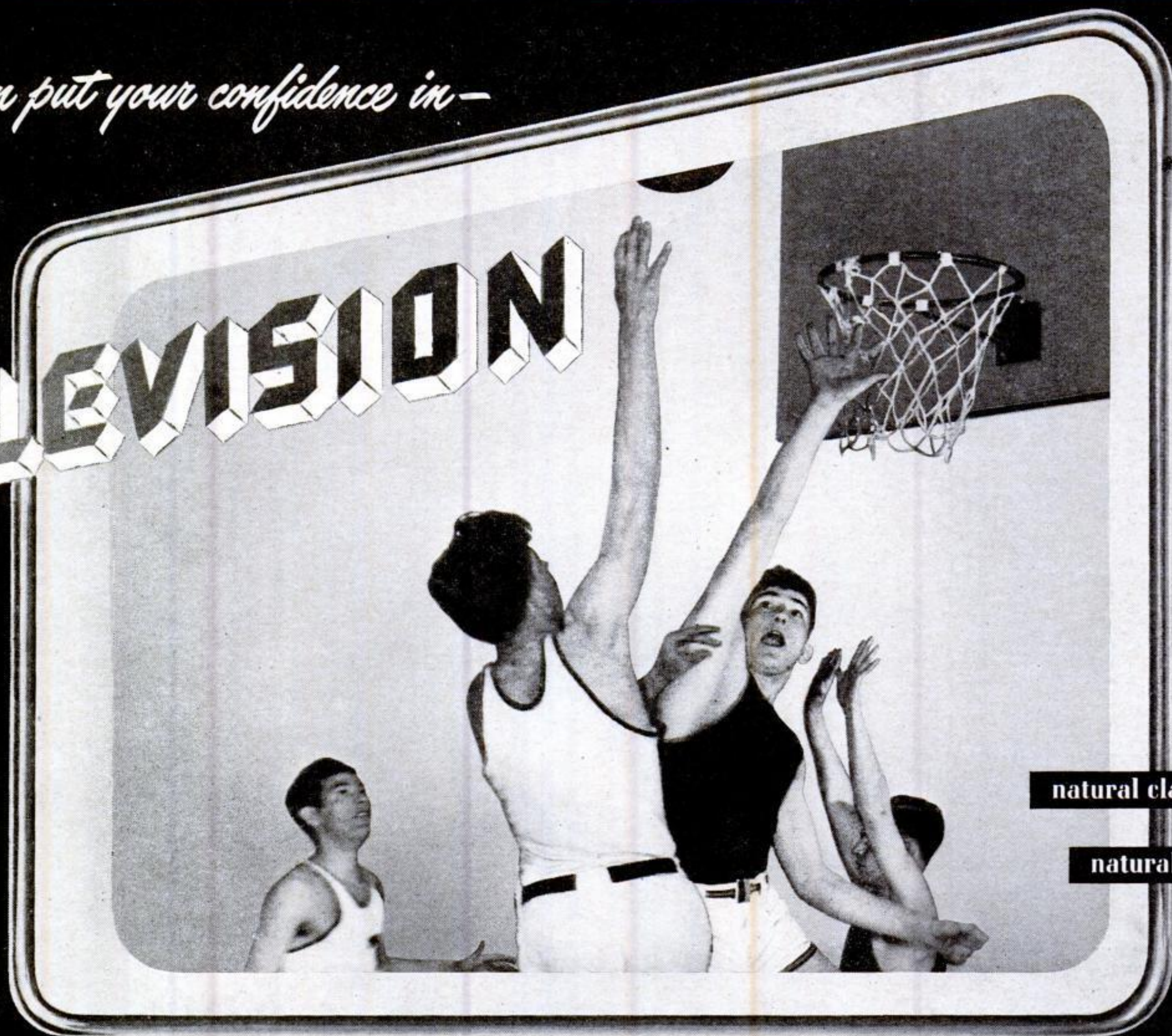
BELL TELEPHONE SYSTEM



You can put your confidence in—



TELEVISION



natural clarity

natural tone

What G. E. makes . . . makes television
G-E television service begins where television itself begins—with equipment for studios where programs are built. Big G-E transmitters give wings to these programs and vital television networks carry them on the micro-wave relay developed and perfected by G. E. Only General Electric produces and operates all the equipment that makes television what it is today.



COMPLETE ENTERTAINMENT CENTERS

Projection television. Super-big screen—3 square feet in area. FM, AM and short-wave radio plus automatic phonograph. Sheraton inspired cabinet. Model 901.

Natural clarity pictures on the big 10" direct-view tube. Plus FM and standard broadcasts. Plus matchless automatic phonograph. Model 802.

Tops in table television. Compact, economical. Sharp, clear pictures on the big 10" direct-view tube. Plus both FM and standard radio. Model 803.

**You see every play
better than the tallest player!**

G-E electronic television keeps your eye on every bounce of the ball, every thrilling play under the basket. A G-E television receiver stages big games, big shows, big news—right in your own home. Exclusive G-E features give you the action in *natural clarity*. The pictures are big—they're sharp—they're dependable.

The advantages that come with G-E Television sets are the important ones, the lasting ones. They stem from 20 years of pioneering research by General Electric in every phase of this far-reaching miracle of entertainment. You can be sure of the finest when you get a General Electric—because there's no finer name in *all* television. General Electric Company, Electronics Park, Syracuse, N.Y.

ELECTRONIC TELEVISION

GENERAL  ELECTRIC

174-G3

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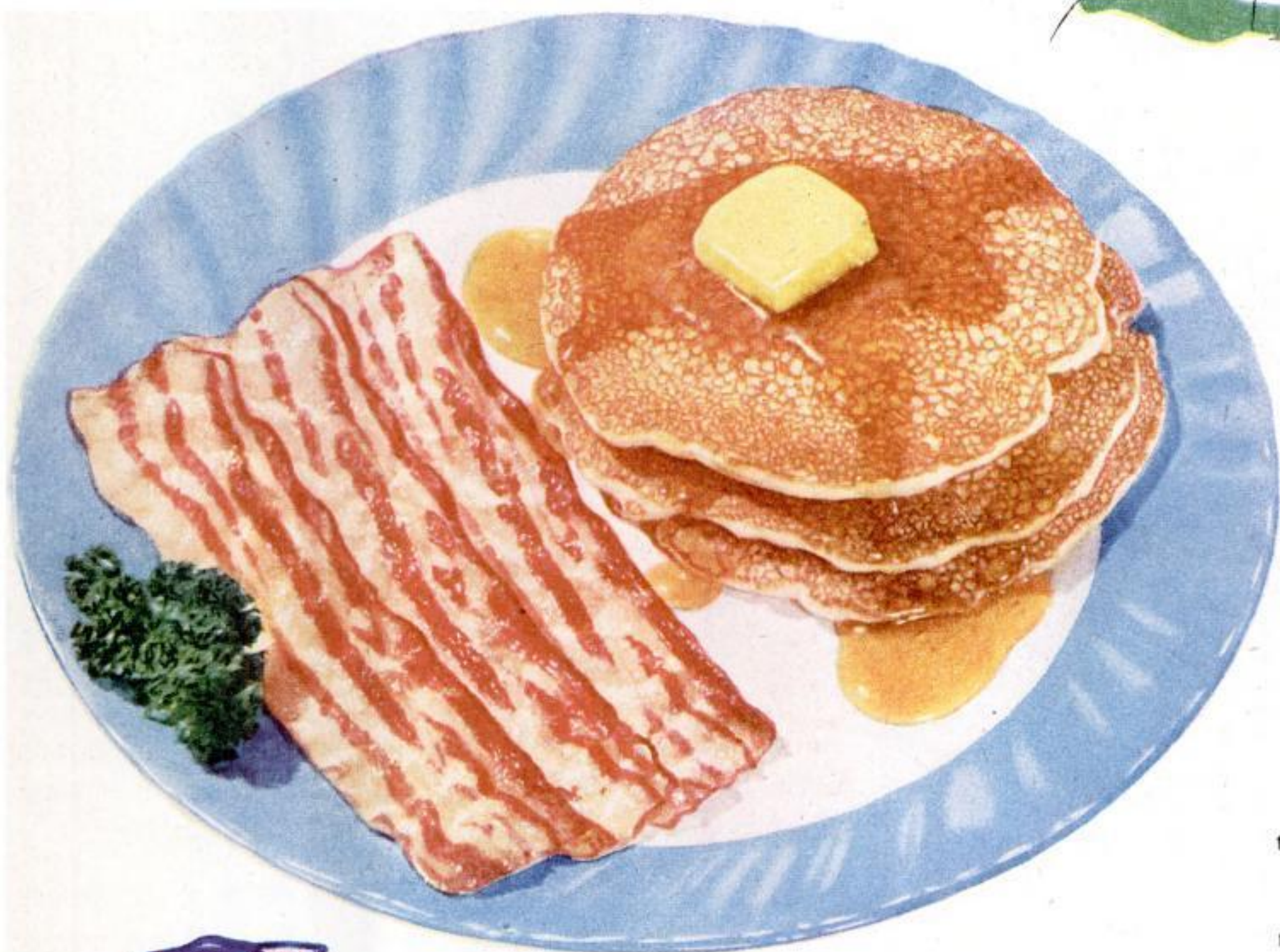
Brighter Breakfasts

make brighter days!

THE WHOLE FAMILY'S READY to pitch into each new day with a bang after a nourishing, cheering breakfast with America's favorite bacon (that's Swift's Premium). You see, nutritionists tell us breakfast is the day's most neglected meal. So it's smart strategy to serve Swift's Premium. There's wide-awake, easy-to-digest food energy in every tender-crisp bite. And how folks do love that tantalizing *sweet smoke taste!*



QUALITY'S THE BEST BUY-WORD... especially when there's no margin for error. That's why Swift's Premium—with its *unvarying* quality, rich nourishment, and matchless *sweet smoke taste*—is your best buy *now* when every bite is precious. No wonder America actually prefers Swift's Premium Bacon to the next 25 brands combined!



DO TRY BAKING Swift's Premium Bacon this easy, failure-proof way: Place bacon on a rack in a shallow pan. Cook at 400°F. for about ten minutes. No turning is necessary. Serve with golden brown pancakes and syrup. The family will welcome this favorite combination for lunch or supper, too.



Swift's Premium Bacon



with the
sweet smoke taste!



IF IT DRIES OVERNIGHT—tubs as simply as a hankie, holds its shape and yours through countless washings . . . lady, your girdle's nylon! Nylon is light, cool, perspiration-resistant, pleasant to wear . . . yet nylon is so strong it wears lots longer.



THEY HOLD THEIR SHAPE! Nylon curtains hold their shape through many washings, don't pick up much dust. No stretching, no pinning—just toss them in the tub, hang up to dry, and press lightly with a lukewarm iron if you want to.



MEN: Want good looking comfortable socks—kind to your feet? Socks never harmed by perspiration! Stylish socks that hold their original size and shape in the wash. Socks that wear and wear. Look for the words—made of nylon!



STRONGER! For fumigation tents—and other tents—that are lighter, stronger, easy to handle, hard to tear, quick to dry—not destroyed by mildew or soil rot—for tents that save your money—now there's something new and better . . . NYLON!

news about nylon

IT'S WASHABLE! That's the news about this glamorous nylon peignoir. That light, filmy loveliness is unexpectedly strong. Zip it into the tub and out—it dries in jig time. Keeps its good looks, good lines. Needs little or no ironing. Cool, light, lovely, of course! For it's nylon—that means it's nicer!

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

FREE—MORE NEWS ABOUT NYLON! Write for "About Du Pont Nylon." Get helpful shopping tips about this strongest, lightest, loveliest of fabric fibers. Write Nylon Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Del.

Look for all these in products
made of nylon fibers:

STRENGTH • LIGHTNESS • TOUGHNESS
LONG WEAR • ELASTICITY • RESILIENCE
EASY WASHING • FAST DRYING
RESISTANCE TO MOTHS AND PERSPIRATION
SHAPE RETENTION . . . CAN BE "SET"

TO INDUSTRY: If your product calls for textile fibers, alone or in blends—it may pay you to look into nylon. Write for "Nylon Textile Fibers in Industry." It's a new book—packed with facts.
Listen to the Du Pont "Cavalcade of America" on NBC every Monday evening.

For nylon . . . for rayon . . . for fibers to come . . . look to Du Pont

- *A New Musical Masterpiece for Children*
- **BY SERGE PROKOFIEFF, COMPOSER OF "PETER AND THE WOLF"**
- *Exclusive with Young People's Record Club . . . on Unbreakable Permadisc*

free

FOR YOUR CHILD With Membership
in the YOUNG PEOPLE'S RECORD CLUB



WE ARE proud to offer, as an exclusive Young People's Record Club recording, a new masterpiece by one of the world's greatest living composers — Serge Prokofieff, composer of "Peter and the Wolf." Adults and children alike will enjoy this lovely musical work based on the charming tale by Hans Christian Andersen. Beautifully sung, and recorded by a symphony orchestra at Carnegie Hall on two 10" unbreakable records, "The Ugly Duckling" is available to all thoughtful parents of children 2-to-6 years old and 7-to-11—ABSOLUTELY FREE with membership in the Club.

Help Your Child Grow Musically

Intelligent parents know that good music is the one gift that grows with a child, and lasts throughout a lifetime. Long after the toys of childhood are broken or gathering dust, the indestructible gift of musical understanding remains ever richer and more rewarding. Today, Young People's Record Club offers a solution to the problem of giving the right musical guidance. Thousands of parents have found it — hundreds of schools and educators have endorsed it — scores of music critics have acclaimed it.

Young People's Record Club

UNBREAKABLE RECORDS MAILED MONTHLY TO MEMBERS: AGE 2-6, 7-11

As a Club member, your child will receive an unbreakable record every month — especially created for his own age level. Each record is selected by a distinguished Board of musicians and educators — and pre-tested in classrooms and nursery groups to make sure that children like and respond to them. The materials range from play activity to folk songs; from sea chanteys to orchestral and instrumental selections drawn from the world's treasure-house of fine music. Record jackets are illustrated in color by outstanding

artists, and contain complete lyrics and descriptive notes. This combination is proving highly effective in developing the child's natural feeling for music, and introducing him to one of life's most rewarding pleasures. To prove these benefits in your own home — with your own child, Young People's Record Club makes you this unusual offer.

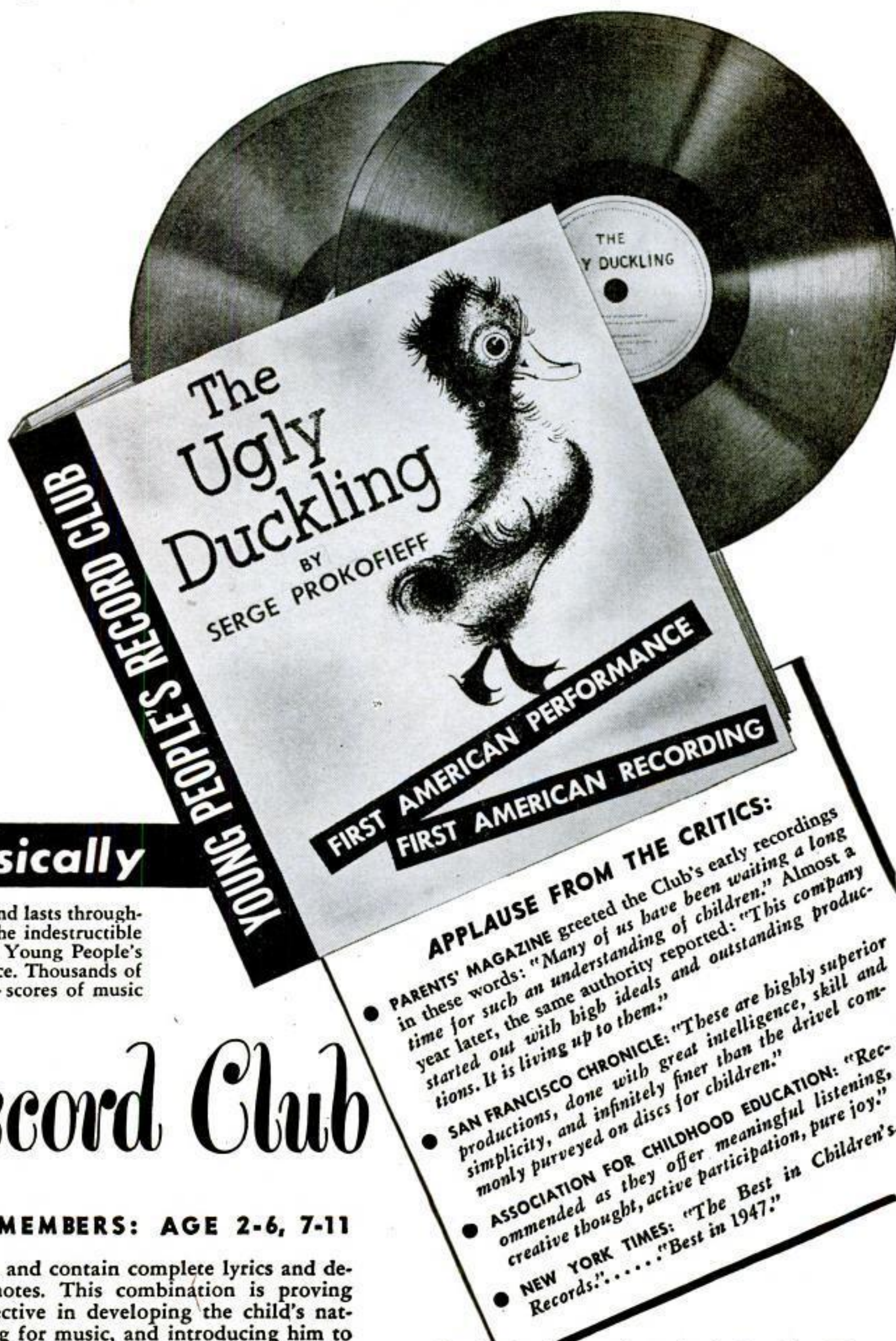
**Please Accept "The Ugly Duckling"
For Your Child — Absolutely FREE**

The retail price of Serge Prokofieff's new masterpiece, "The Ugly Duckling," is \$2.98 plus tax. If you mail this coupon now, your child will receive this two-record Album absolutely free, along with the Club selection of the month for your child's age group. Unless you and your child are delighted with the records, you may cancel the membership within ten days after receiving "The Ugly Duckling" and the first month's selection. Full membership price will be refunded promptly, and "The Ugly Duckling" remains with your child, absolutely free. You need only return the selection of the month. If you give your child the advantage of Club membership, he receives nine additional records, one each month, excepting the vacation period of July and August.

YOUNG PEOPLE'S RECORD CLUB, INC.
40 WEST 46th STREET, NEW YORK 19, N. Y.



Y.P.R.C. EDITORIAL BOARD IN CONFERENCE:
Professor Douglas S. Moore, Head of Columbia University Dept. of Music; Dr. Howard Hanson, Director, Eastman School of Music; Dr. Randolph Smith, Director, Little Red School House; Genevieve Taggard, noted American poet and teacher.



- APPLAUSE FROM THE CRITICS:**
- PARENTS' MAGAZINE greeted the Club's early recordings in these words: "Many of us have been waiting a long time for such an understanding of children." Almost a year later, the same authority reported: "This company started out with high ideals and outstanding productions. It is living up to them."
 - SAN FRANCISCO CHRONICLE: "These are highly superior productions, done with great intelligence, skill and simplicity, and infinitely finer than the drivel commonly purveyed on discs for children."
 - ASSOCIATION FOR CHILDHOOD EDUCATION: "Recommended as they offer meaningful listening, creative thought, active participation, pure joy."
 - NEW YORK TIMES: "The Best in Children's Records." . . . "Best in 1947."

For further information, write for Brochure 3L

Young People's Record Club, Inc.,
Dept. 3L—40 W. 46th Street, New York 19, N. Y.

Please enroll.....

Address.....

City and State.....

Age.....Date of Birth.....

Purchaser.....

Address.....

City and State.....

CHECK YOUR CHOICE OF THESE TWO PLANS

☐ Regular Annual Membership (ten records, mailed one each month, except July and August) plus FREE record dividend of "THE UGLY DUCKLING." I enclose \$12.50 plus 6c postage per record—(total \$13.10) as full payment including Federal Tax. I may cancel by returning the first month's selection within 10 days of receipt, and you will refund my full purchase price.

☐ Monthly Payment Membership. I hereby agree to purchase a membership (ten records a year), and you will bill me monthly for only \$1.39, plus 6c postage—except in July and August, when no records are sent. With the first month's selection, include FREE record dividend "The Ugly Duckling." I may cancel without obligation by returning the first month's selection within 10 days of receipt.

Alice in



Philcoland



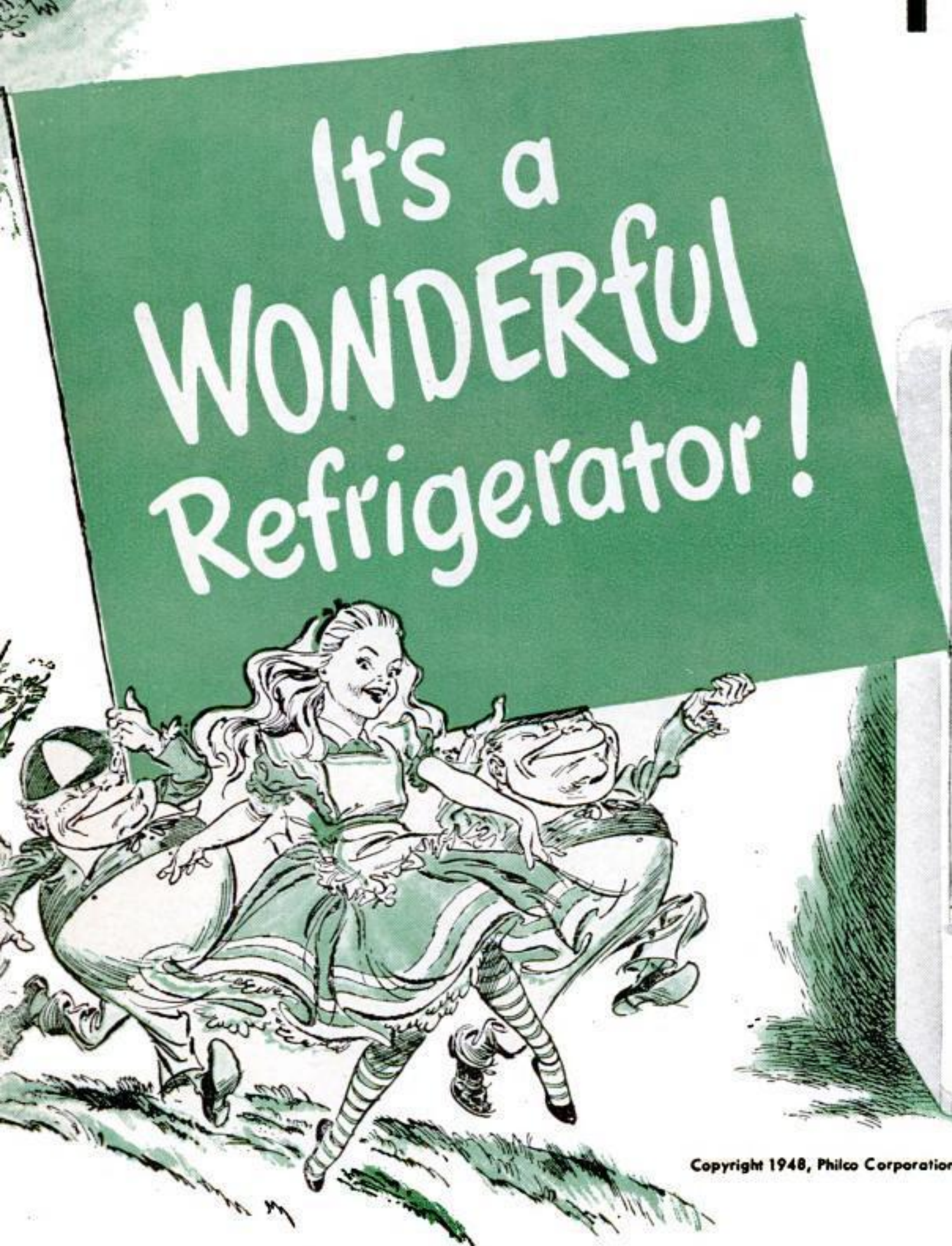
discovers the most wondrous of all Refrigerators

"The time has come," the Walrus said, "to talk of many things; Advanced Design by Philco, and the benefits it brings; a Wonderland of features like the new Conservador... of clear, transparent plastic showing what you're looking for; the giant Freezer Locker; Shelf Control to banish squeeze-in; Humidity that's Balanced for the climate and the season. Refrigeration at its best... facilities no end.

Will you, won't you, see your dealer... join the Philco trend!"

PHILCO

Famous for Quality the World Over



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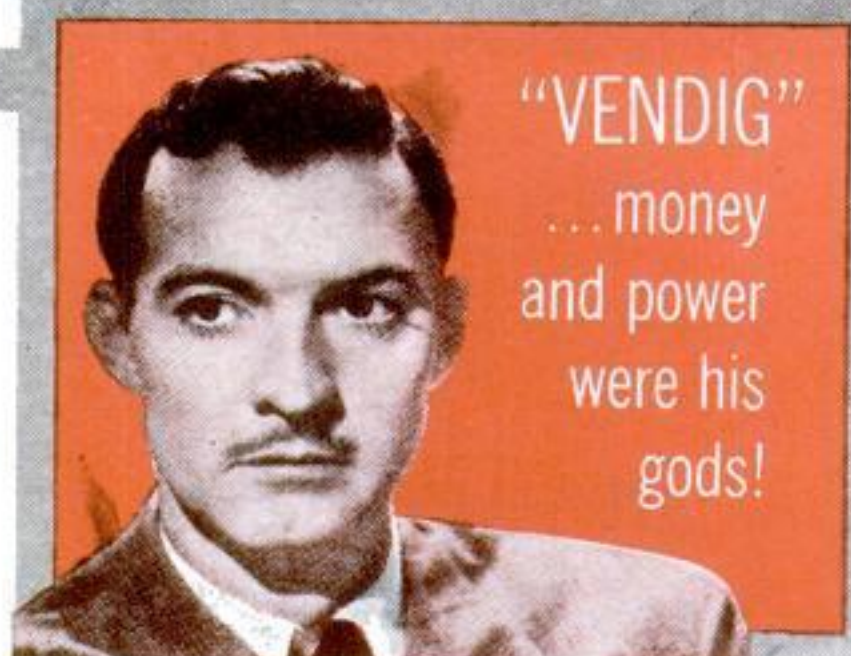
THESE

ARE THE PEOPLE WHO BRING YOU THE
MOST POWERFUL DRAMA OF OUR TIMES!

ZACHARY SCOTT ★ LOUIS HAYWARD

DIANA LYNN ★ SYDNEY GREENSTREET

LUCILLE BREMER ★ MARTHA VICKERS



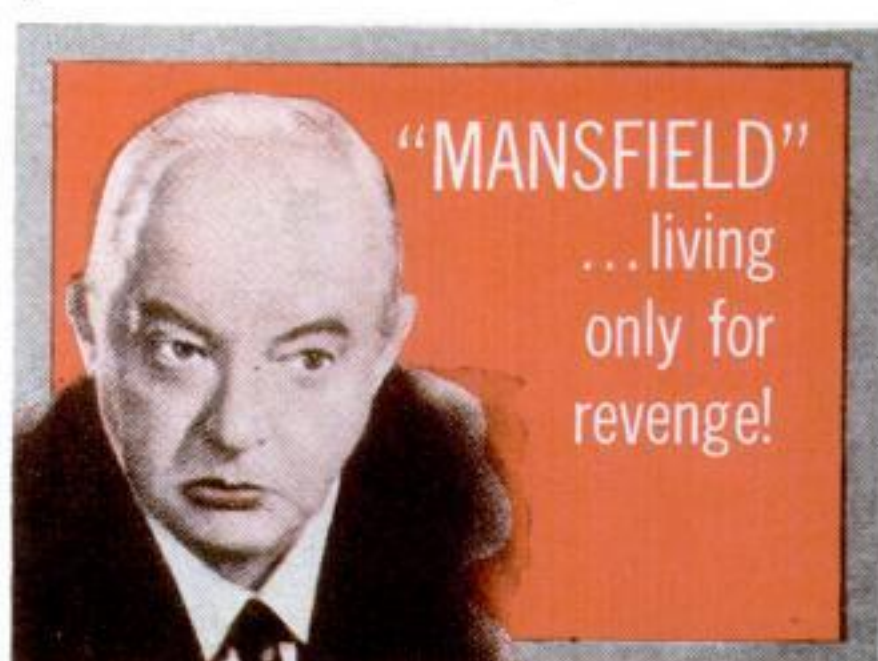
"VENDIG"
... money
and power
were his
gods!



"VIC" ...
loyalty
and honesty
were his
weapons!



"MALLORY" ...
as exciting
as she was
lovely!



"MANSFIELD"
... living
only for
revenge!



"CHRISTA" ...
pawed
her soul
for love!



"SUSAN"
... young
beautiful
... and
useful!



Produced by
ARTHUR S. LYONS

Directed by
EDGAR G. ULMER

PRODUCING ARTISTS, Inc.
presents

"RUTHLESS"

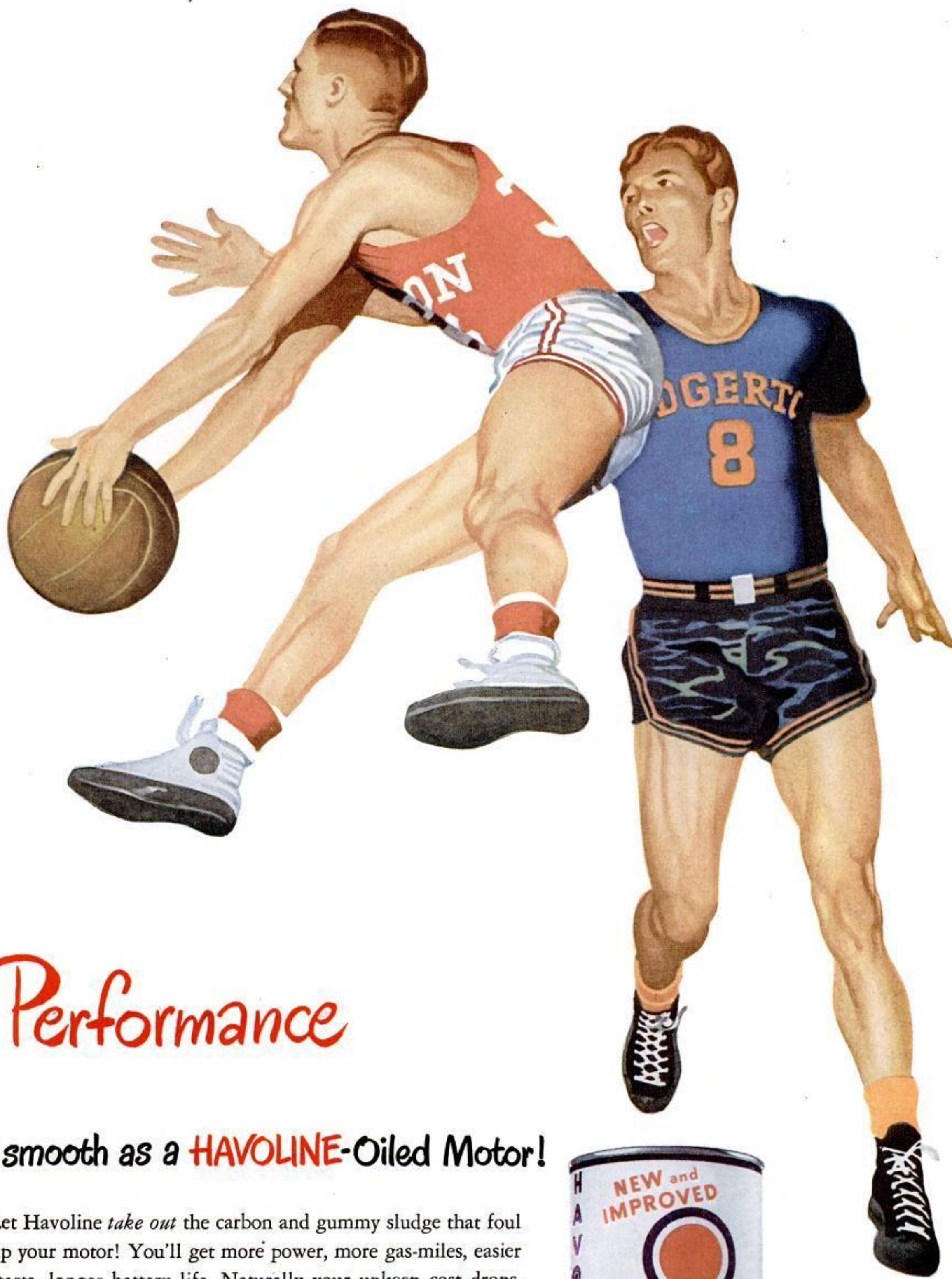
with Dennis Hoey • Edith Barrett • Raymond Burr

Screenplay by S. K. Lauren and Gordon Kahn

Based on the Novel 'Prelude to Night' by Dayton Stoddart

An Eagle Lion Films Release





Top Performance

...takes teamplay smooth as a **HAVOLINE**-Oiled Motor!

Let Havoline *take out* the carbon and gummy sludge that foul up your motor! You'll get more power, more gas-miles, easier starts, longer battery life. Naturally your upkeep cost drops. Change *now* — to the *modern* motor oil, at your nearby Texaco Dealer.



... **CLEANS** as it lubricates



THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Tune In: TEXACO STAR THEATER presents the TONY MARTIN show featuring Alan Young every Wednesday night. See newspaper for time and station.



*"This is
what I
call cheese!"*

Its flavor, its texture... *marvelous*. And **this natural cheddar** is made of pasteurized milk!... is aged in its own wrapper!

It's a triumph of Kraft skill... a real milestone in the long, long history of cheesemaking!

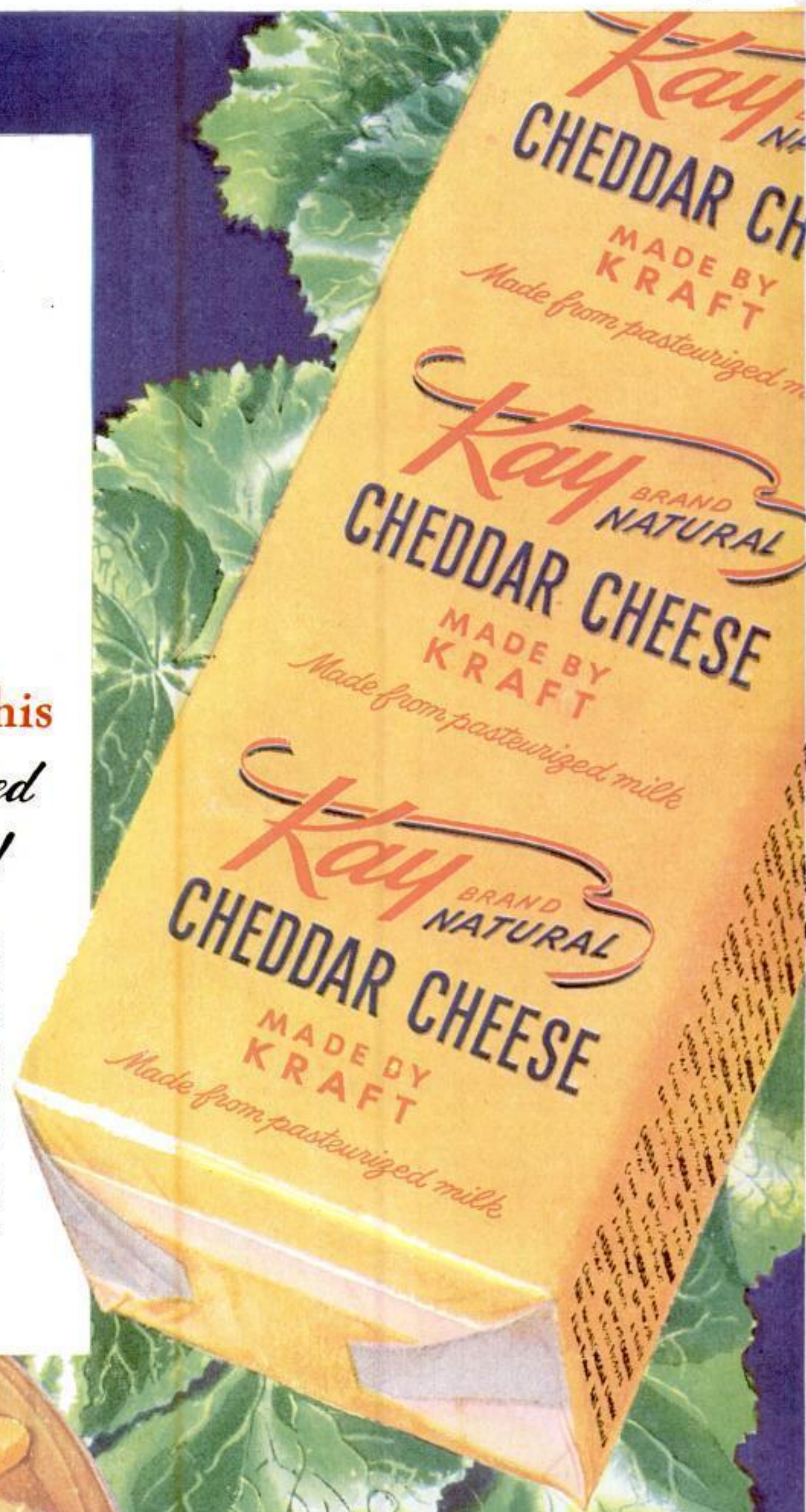
A *natural* cheddar... deep-down mellow in flavor... with a texture that melts in your mouth. But you have never had a natural cheese so altogether fine.

Kay Brand is made of *pasteurized milk*! And it goes to the curing room sealed in its own transparent wrapper—the very one you see on the big

bar of Kay Brand at your dealer's. More than a protection, this special wrapper is vital to the aging of Kay Natural cheese which has no rind and is always so dependably good.

Try mellow Kay Brand Natural with pie, for sandwiches... with cold cuts or on your cheese tray. You'll say it's wonderful... you'll love it.

Note the wrapper on the 10-pound bar—how clearly it identifies Kay Brand for you.



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NATURAL
CHEDDAR
CHEESE

A TRIUMPH OF KRAFT SKILL



FINER THAN
THIS NATURAL
CHEESE YOU'VE
KNOWN

KAY NATURAL
IS MADE OF
PASTEURIZED
MILK

AGED RIGHT IN
ITS OWN
SPIC 'N' SPAN
WRAPPER

YOU CAN BUY IT
ALL SLICED FOR
SANDWICHES OR
YOUR CHEESE TRAY

OR
SOME DEALERS
CUT THE BIG
10-POUNDER
INTO WEDGES

JUST
SEE THE NAME
KAY ON THE
ORIGINAL
WRAPPER

LETTERS TO THE EDITORS

STEEL—FREE ENTERPRISE?

Sirs:

Your recent editorial, "Steel Catches Hell" (LIFE, March 8), overlooks an important fact: the recent ill-timed steel price increase is only one of a long series of incidents which indicate a disturbing lack of public responsibility in our key industry.

In 1941 the heads of the steel industry assured us that the then existing steel production facilities were ample for all-out war. Only through a reversal of this point of view under directives from the War Production Board did we get the steel we needed.

In November 1945 key members of the steel industry made the incredible statement to government officials that the industry was overexpanded for our peacetime economy and that the industry would be running at only 70% of capacity by the following summer.

In January 1946 the steel industry insisted that only a \$5-per-ton increase would save them from serious financial loss. . . . Profit figures available six months later proved that the \$5 increase was wholly unwarranted.

For the last two years steel officials have refused to expand their facilities to meet the demand for steel production. Today, instead of producing the 100 million ingot tons which our economy requires, they are producing only 85 million. Last summer steel officials stated that extra production would lead to serious financial loss "when the depression comes" and that they were unwilling to risk such losses.

. . . As matters stand today a little group in Pittsburgh, answering to no one, determines how many automobiles, washing machines, apartment houses, wire fences and oil refineries we shall have, and whether or not we shall be able to live up to the promise of the Marshall Plan.

The Thomas committee tells us that the greatest menace to the private-enterprise system lies in a handful of American Communists. In my opinion an infinitely greater threat is the monopolists, who have long since forgotten what the American system is all about and who insist on inflicting their economic defeatism on the rest of us.

CHESTER BOWLES

Essex, Conn.

MARGARINE OR BUTTER

Sirs:

Your editorial (LIFE, March 8) regarding the taxing of colored oleomargarine was in my opinion a very poor piece of comment. . . . The dairy industry is not discriminating against the

oleo industry. The dairy industry merely wants to protect its own trademark from any substitute that may be offered to the consumer to imitate butter. . . . Let the oleo industry pick out its own color and sell its product on its own merits.

JOE A. LARSON
Manager

Laurel Creamery
Laurel, Mont.

Sirs:

That is a corking good editorial about margarine. To win in Congress all that is needed is to sentence each farm-bloc legislator to sit in a corner and mix the coloring into one pound of margarine once a week.

RUDOLPH BEAVER

Waltham, Mass.

BROTHERS STALIN AND GOMEZ

Sirs:

Have you noticed the striking resemblance between J. Stalin and the



J. STALIN

J. GOMEZ

late dictator of Venezuela, J. Gómez, both pictured in your March 8 issue?

M. CARVALLO

State College, Pa.

MINNESOTA WRITERS

Sirs:

Your reference to Norman Katkov's background in your article about Minnesota writers (LIFE, March 8) would have been much more significant if you had mentioned the fact that Norman's real development as a writer took place and continues to flourish on a literary stage as famous for writing talent as Minnesota—that is, on the city staff of the New York *World-Telegram*, where he has earned his bread and butter since 1944.

EDGAR S. BAYOL

Editorial promotion manager

New York *World-Telegram*
New York, N.Y.

Sirs:

You state that Playwright Thomas Heggen was born in Minnesota. That must have been quite a feat as his parents were in Fort Dodge, Iowa at the time.

ROBERT T. WHITEHEAD

Montevideo, Minn.

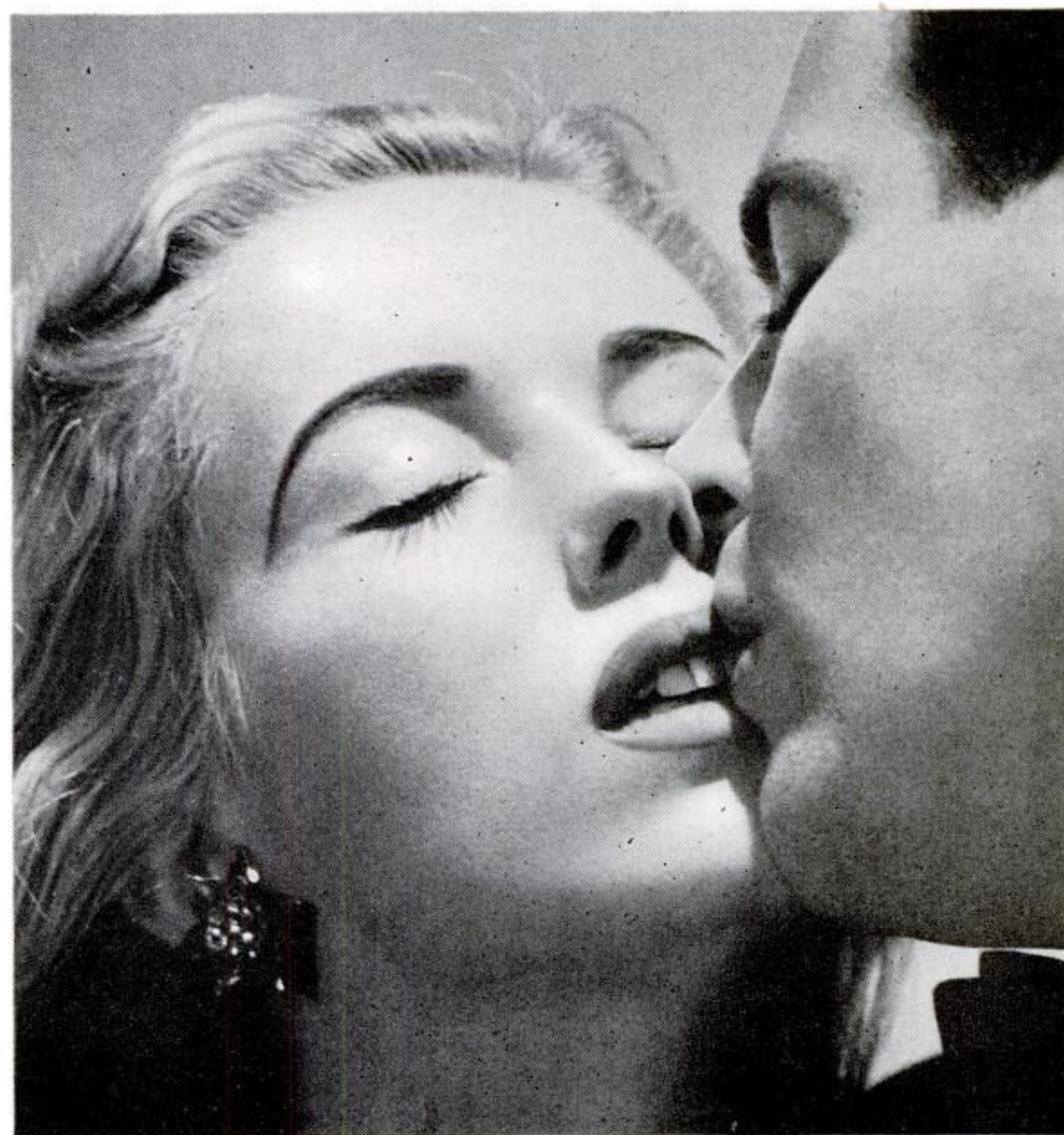
BRAKEMAN-MAYOR

Sirs:

Benjamin Nelson's double job as brakeman-mayor of Cheyenne (LIFE, March 8) is tame compared to his service in the Army. During the war he flew a B-17 in Africa. One day in 1944 while his squadron, the famous 1st Photo Squadron, was engaged in mapping the ATC routes across the Sahara desert Nelson was caught in a sand storm as he came in to Cairo with the intention of landing. The storm came up with such violence and so suddenly that it caught a number of unwarned aircraft in the air. Several cracked up attempting to land. After the alternate landing fields were found

Guard those 3 CHARMS*

—they mean so much to him



Wise is the woman who relies on this 3-way Prescription!

Whatever other attributes a woman may have, she can never be wholly desirable unless she possesses the 3 Charms for which this 3-way prescription was formulated: sparkling teeth, healthy gums, a pleasing breath.

While many dentifrices claim to do one thing superlatively well, Listerine Tooth Paste serves you three ways to enhance those 3 Charms. No dentifrice cleans your teeth more efficiently. None is a more pleasant aid to massage and gum stimulation. And none serves more effectively to freshen and sweeten your breath.

New Listerine Tooth Paste . . . it tastes like fresh mint! . . . is the modern 3-way prescription that neg-

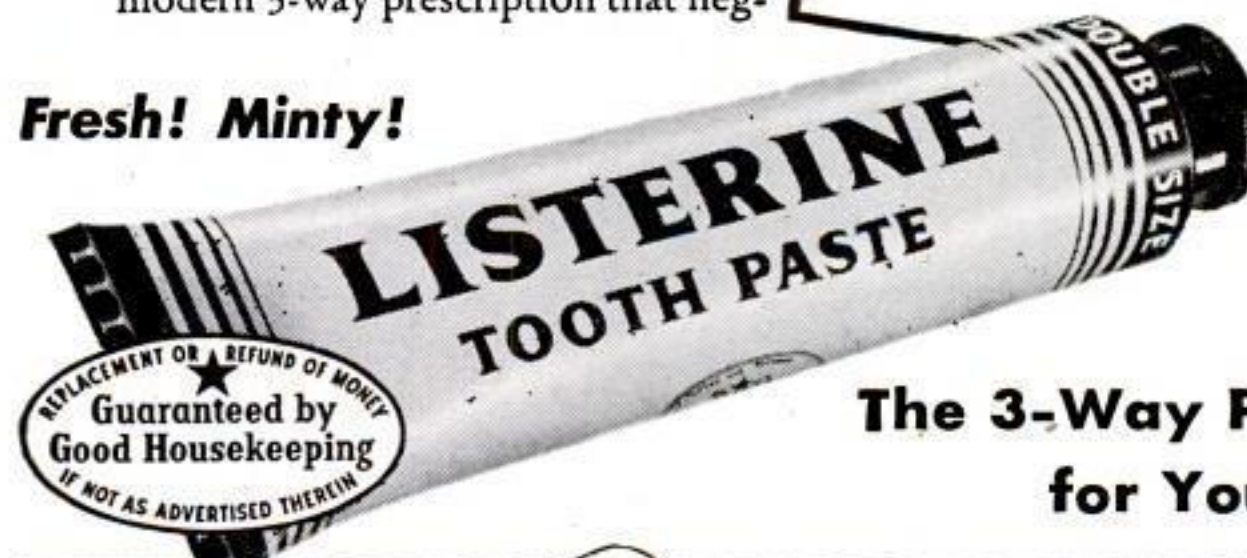
lects no aspect of oral hygiene.

Be wise. Care for those 3 Charms nature gave you. Rely on Listerine Tooth Paste . . . the 3-way prescription for your teeth.

LAMBERT PHARMACAL CO., St. Louis, Mo.

- * Guard These 3 Charms
1. Sparkling Teeth
 2. Healthy Gums
 3. A Pleasing Breath

Fresh! Minty!



The 3-Way Prescription for Your Teeth!

LISTEN TO THE WACKIEST WIT ON THE AIR!



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To see life
To see the world
To eyewitness great events

I want to see **LIFE** each week.

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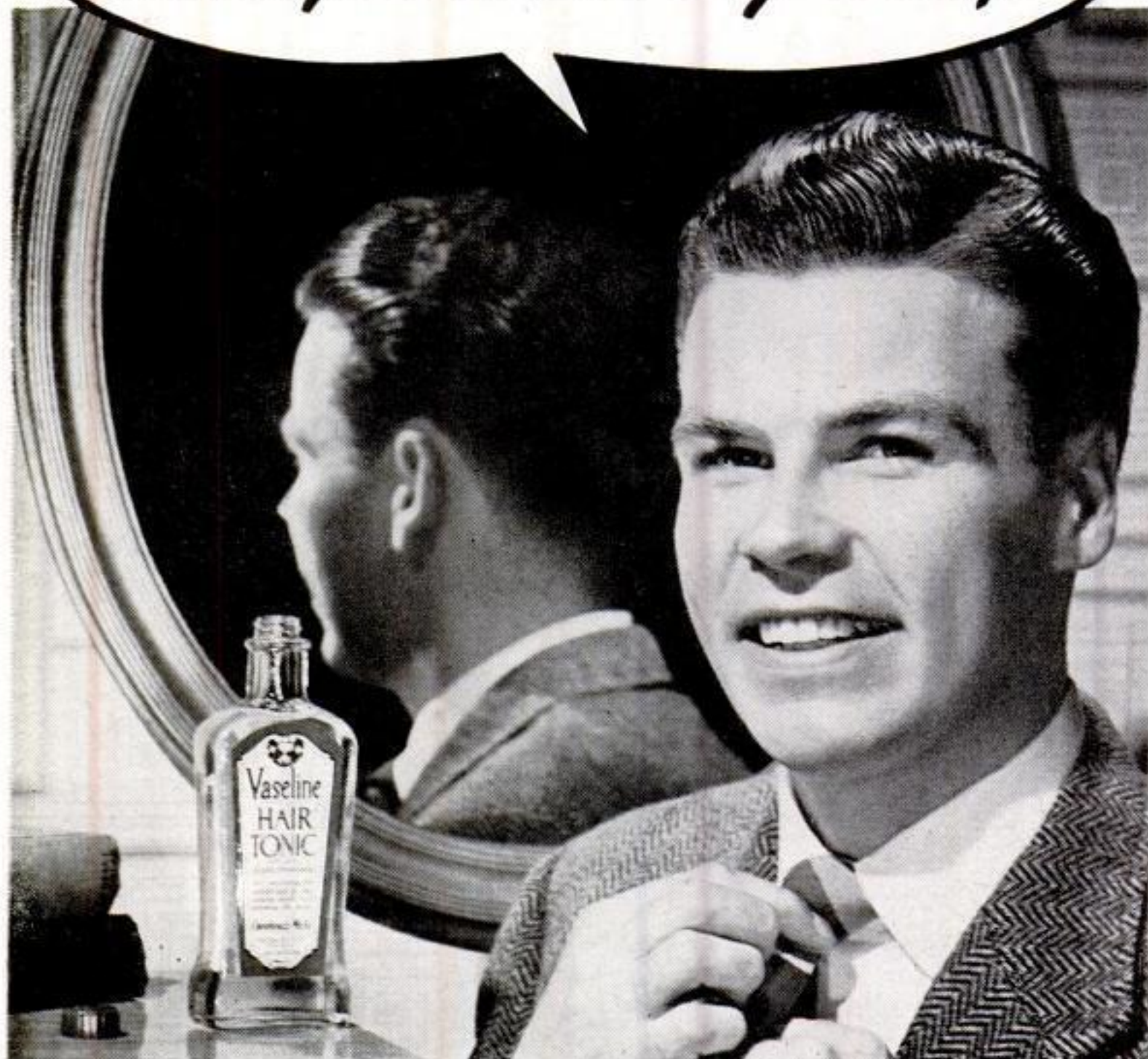
CONTINUED ON NEXT PAGE

oh-oh, Dry Scalp!



"... I DON'T NEED glasses to see that he's got Dry Scalp! His hair certainly is a mess... it's dull looking and unkempt... looks as though he never combed it, and there's loose dandruff, too. It's time somebody told him about 'Vaseline' Hair Tonic!"

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



IT'S EASY as can be to check Dry Scalp with 'Vaseline' Hair Tonic. Just a few drops a day make the difference. It supplements natural scalp oils... leaves your hair natural-looking, your scalp feeling like a million. Contains no alcohol or other drying ingredients... excellent with massage before every shampoo. It gives double care to both scalp and hair... and it's so economical, too.

Vaseline HAIR TONIC

TRADE MARK®

More bottles sold today than any other hair tonic

LETTERS TO THE EDITORS

CONTINUED

socked in, and as Nelson's gasoline supply was nearly exhausted, the tower instructed him to abandon the plane. Leaving the controls on the automatic pilot, Nelson and the crew bailed out. With its gasoline used up, the plane settled down on a field of green grain on the Nile delta. After skidding several hundred feet it hit a low fence and came to a halt. Months later air depot repairmen jacked up the plane, let down her wheels, filled her with gasoline and flew her back to the depot.

Nelson, his copilot and the crew chief survived the jump with only scratches and bruises. But the remaining members of the crew found it impossible to get out of the parachute harness safely in the driving sand. They were dragged to death on the desert.

KENNETH MUNFORD

Palo Alto, Calif.

Sirs:

... Let's get the public to know what a trainman really makes. It's not \$150 for five days.

LOUIS MORELLI

Franklin Park, Ill.

● No, it's \$150 for four days. Until going on leave of absence three weeks ago Nelson earned the standard Union Pacific Railroad wage, 6.43¢ per mile. Nelson's round-trip run is 618 miles: $618 \times 6.43¢ = \$39.74$ per trip; $\$39.74 \times 4$ trips a month = \$158.96.—ED.

FRANKIE!

Sirs:

... Allah be praised for your giving recognition to Frankie Sinatra's straining of *Ol' Man River* in the superstinker *Till the Clouds Roll By* (LIFE, March 8)....

WILLIAM W. KENDALL

Memphis, Tenn.

Sirs:

... They couldn't have picked anyone more wonderful to sing a wonderful song....

FLORENCE M. WADDELL

New York, N.Y.

Sirs:

... The white suit Frank wore only made him look more utterly divine....

DOLORES FOCAZIO

Niagara Falls, N.Y.

Sirs:

... There are no bad moments when Frank Sinatra sings. He is unparalleled regardless of what he wears, where he stands or what he sings.

M. L. PHILLIPS

Teague, Texas

TWO-HEADED TURTLE

Sirs:

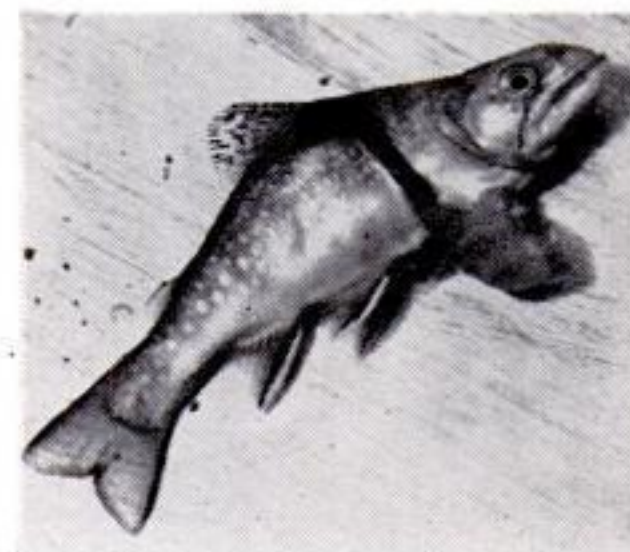
In connection with your story on the two-headed turtle (LIFE, March 1), you might be interested in the enclosed picture of Arthur Colbeck's two-headed fish.

In the provincial fish hatcheries at Calgary where he works, Colbeck noticed that out of every million eggs a certain percentage develops into deformed fry. These fry have curved backs or a bulge somewhere in their bodies. About 10 in a million have two heads.

The two-headed fry usually die in the fry stage because they never take to feeding after the egg sac is gone. So when a couple of two-headed fry ap-

peared healthy and started eating, Colbeck decided to try to raise them. As the two small speckled trout grew into the fingerling stage, Colbeck transferred them to a separate trough because he noticed the other fingerlings seemed to want to attack the malformed ones.

The older of the two was named Happy and the other Slap Happy. Last year Happy died and his remains were shipped to the University of Alberta, where studies are being made to try to delve into the whys and wherefores of two-headed fish. Slap Happy is now 2 years old and appears to be normal in every way except for the extra head. He is forced to rest on his side all the time and does his feeding and swimming from this position because the upright position used by normal fish would result in the extra head's being bumped and scraped along the bottom. He is a lot smaller than most trout of 2 years, having reached only 7½ inches so far. He is also fairly fat because he lives alone and has no competition at mealtime. Both heads breathe



SLAP HAPPY ON HIS SIDE

and both sets of eyes function normally. But the smaller head does not feed and its mouth does not open more than a mere slit every now and again....

N. K. LAMONT

Calgary, Alberta, Canada

CRIPPS THE BARBER

Sirs:

In his article on Sir Stafford Cripps (LIFE, March 8) Noel F. Busch missed one of the most cockeyed highlights in the career of Sir Stafford's brother, Freddie Cripps. Shortly after his marriage to the Duchess of Westminster, Freddie opened a barbershop in Bond Street and made a huge success of it. He then started another barbershop in the Hotel Georges V in Paris and did well there too. I am glad to hear he is now running a dockyard in Liverpool. I am sure it is the best-run dockyard in England.

M. G. HARRIS

New York, N.Y.

GABY BOUCHE

Sirs:

While I appreciate the superb physical assets of the French model in your article, "Atlantic City Weekend" (LIFE, March 8), I would like to quote a great modern French author, Leon Guerdan, on this subject. In his book, *From the Minarets to the Sky-scrappers*, he says:

"Woman, it seems to me, has been the principal victim of progress. By freeing herself, imitating men, cutting her hair, shortening her dresses, and displaying on the beach or at evening parties the charms which she once kept most secret, at the same time adopting the paint and artifices of her distant ancestors, she has lost three fourths of her mystery."

W. G. VINCENT

Hutchinson, Kan.

CONTINUED ON PAGE 16



Behold before you a specimen of a vanishing tribe!

This Absentminded Alfred forgot to look for the "Sanforized" trade-mark on the shirts, shorts, and pajamas he bought.

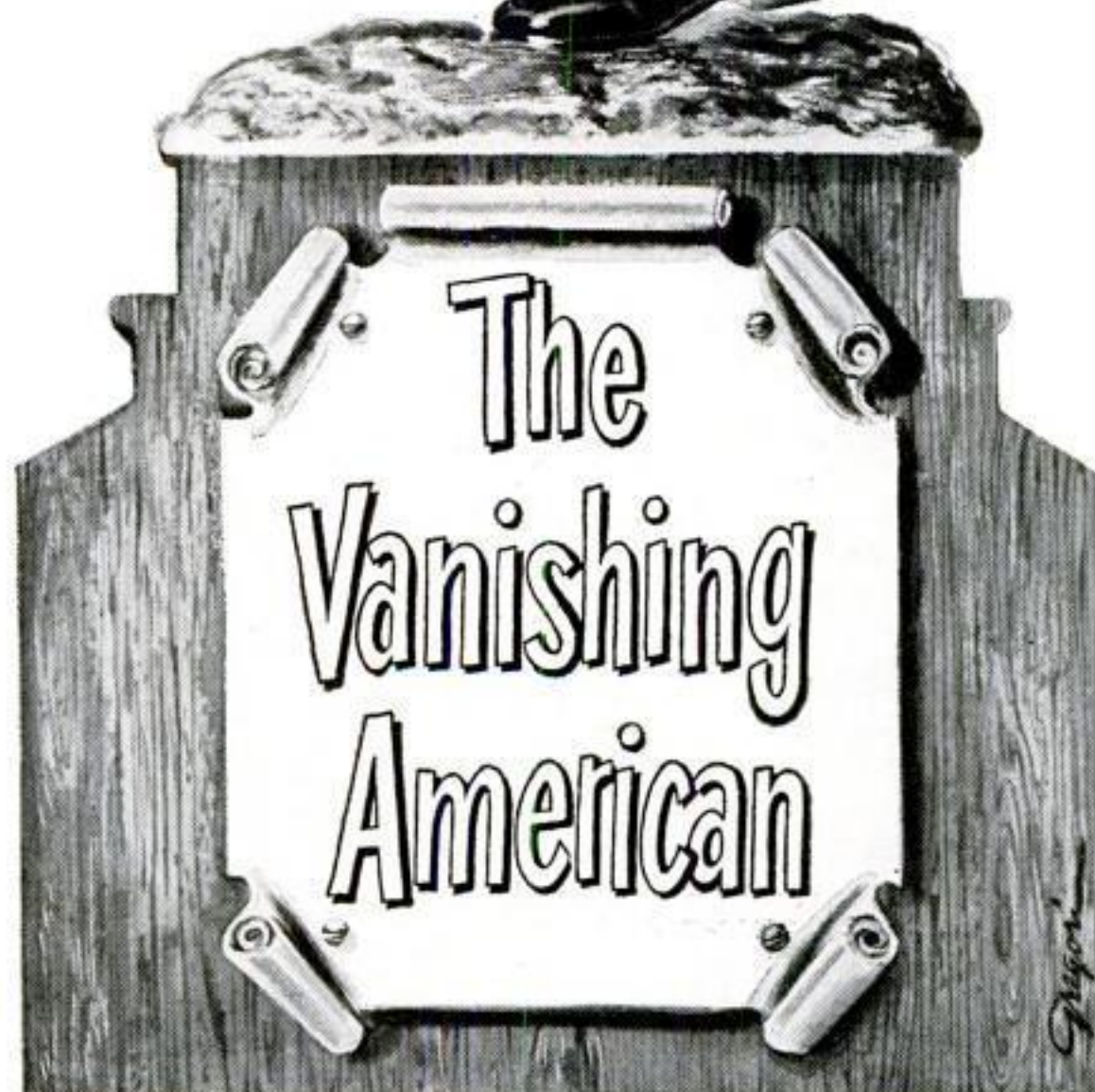
Poor Alfred...

Everybody and his brother knows that when he sees "Sanforized" on a label, the garment will never, never, never shrink out of fit!

So ALWAYS ask for, demand, and insist on the name "Sanforized" on every washable garment you buy!

You'll do yourself a favor if you do!

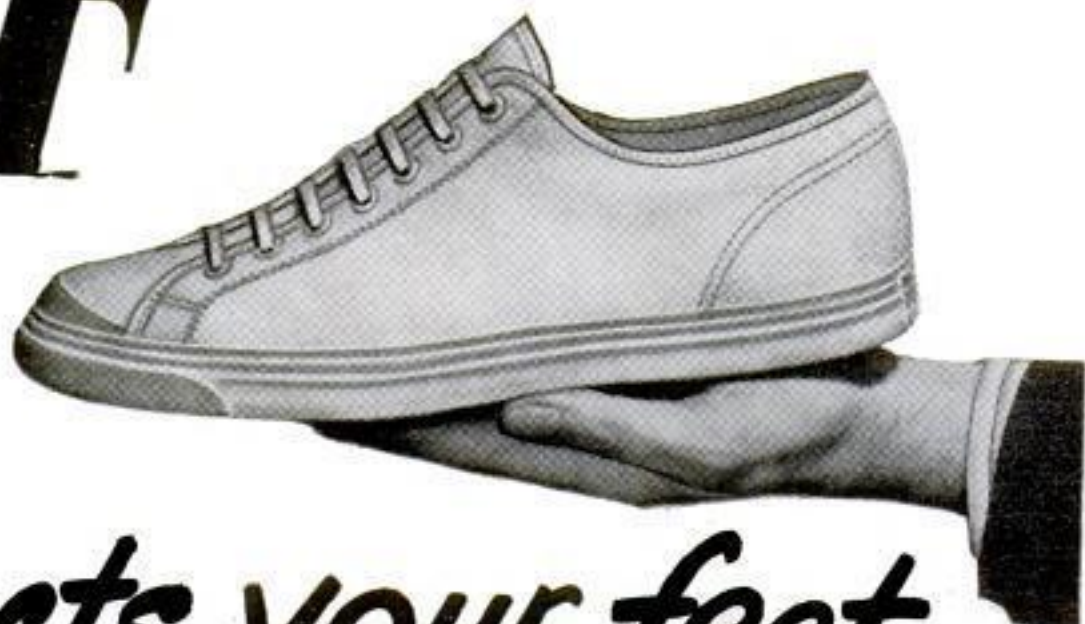
The comfort never shrinks away from the garment with "SANFORIZED" on the label!



•SANFORIZED•
TRADE © MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

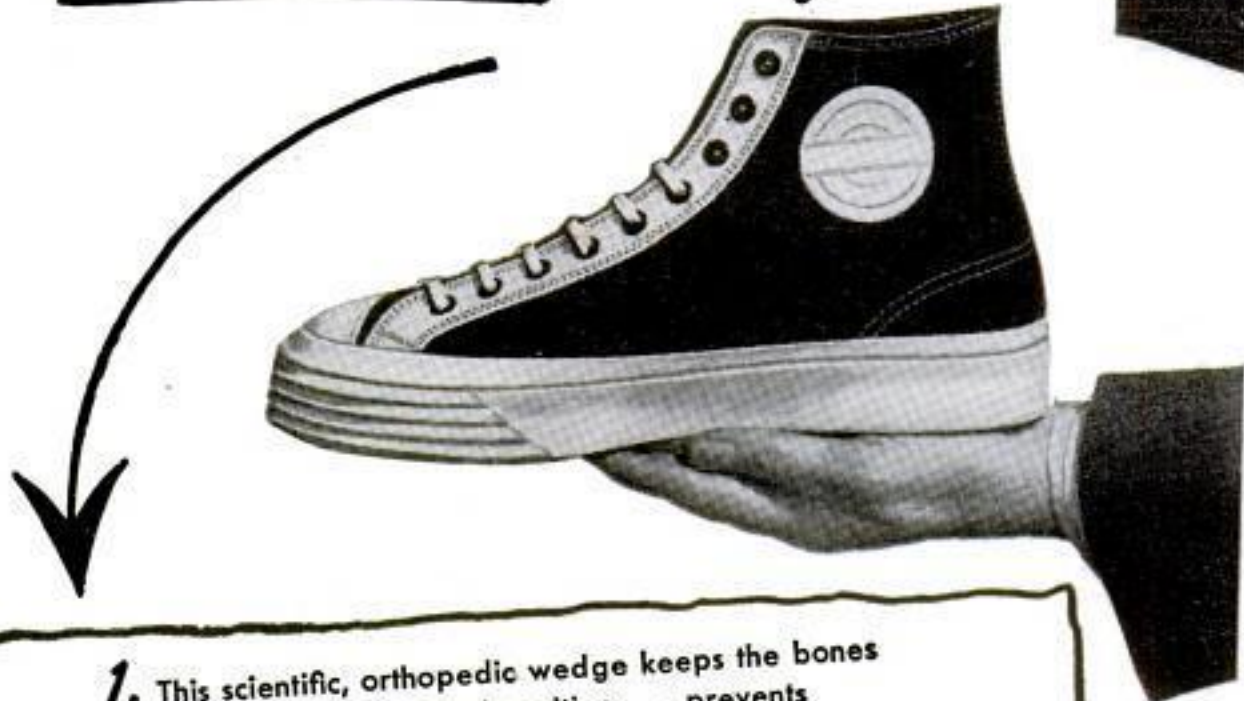
"P-F"*



protects your feet



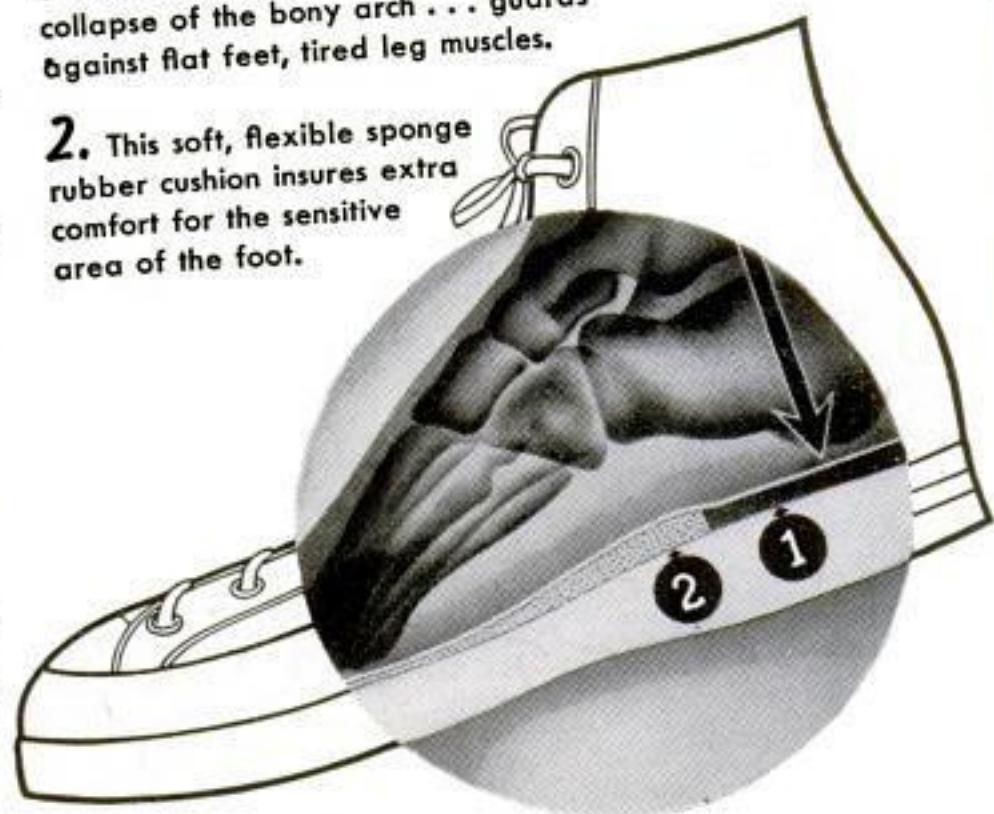
this natural way...



LOOK FOR THE
INITIALS "P-F"
ON THE INSOLE

1. This scientific, orthopedic wedge keeps the bones of the feet in their natural position... prevents collapse of the bony arch... guards against flat feet, tired leg muscles.

2. This soft, flexible sponge rubber cushion insures extra comfort for the sensitive area of the foot.



*"P-F" means Posture Foundation

*Trade Mark

You'll feel as great as all outdoors with "P-F"—the patented feature that revolutionizes canvas shoe comfort and foot protection! It puts more spring in your step... more pep and endurance in your legs... makes all your activities *more fun*. There's a smart, colorful style for everyone in your family. See the complete line at your shoe store now. Just remember... insist on "P-F"!

"P-F" Canvas Shoes made only by
B.F. Goodrich and HOOD RUBBER COMPANY

LETTERS TO THE EDITORS

—CONTINUED—

Sirs:

Herewith my vote for Gaby Bouché as the best undressed woman of 1948.

JOHN MORRISON

Wellesley, Mass.

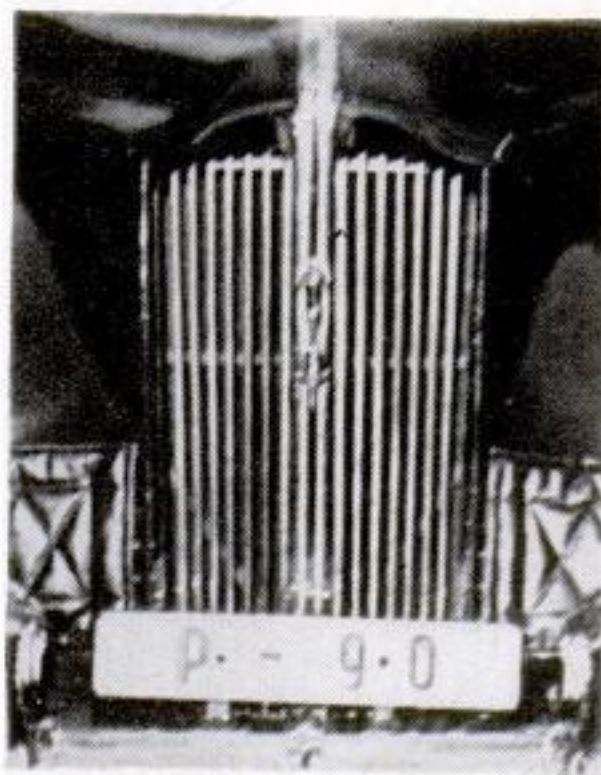
ZIS

Sirs:

Zis (LIFE, March 8) may be a Zis to you, but Zis looks more like a



U.S. PACKARD



U.S.S.R. ZIS

glorified Packard to me. Ask the premier who owns one.

JONATHAN SLESINGER

Croton-on-Hudson, N.Y.

• Zis is still a Zis. Premier Gottwald received it as a gift from Moscow. The Russian Zis is copied from the American Packard.—ED.

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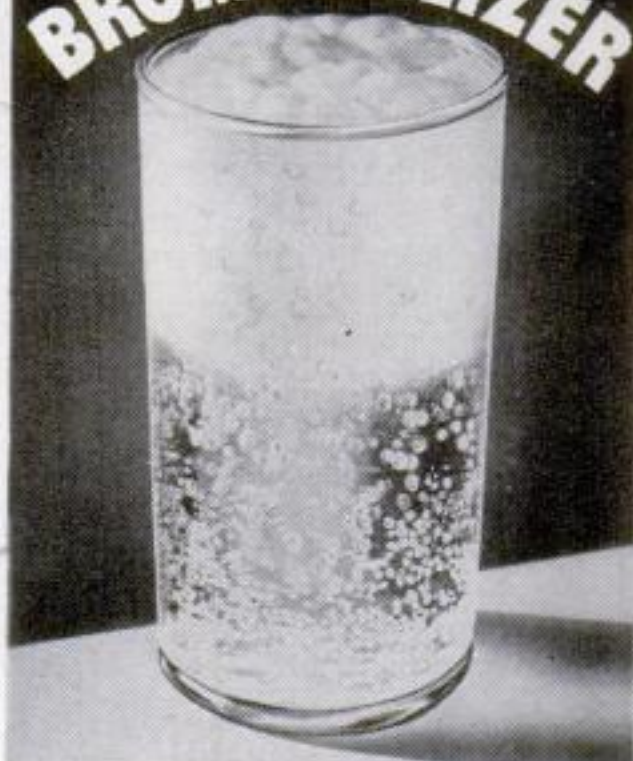
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HEADACHE

UPSET
STOMACH
JUMPY
NERVES

TAKE FAMOUS
BROMO-SELTZER



RELIEF!



For three-way relief from headache, upset stomach and jumpy nerves... take Bromo-Seltzer right away. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

—all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For **FAST** headache help

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Now—choose the cleaner you want
in the name you trust —
HOOVER

Which Hoover Cleaner is number one for you and for your home? The famous Hoover Triple-Action Cleaner, or the new Hoover Cylinder Cleaner? They are different basic types, but they're both Hoovers—the name women prefer 2 to 1 over any other make of cleaner. See both at your Hoover dealer's now. Then decide.

THE HOOVER COMPANY • North Canton, Ohio • Hamilton, Ontario, Canada

New Hoover Cylinder Cleaner, most convenient cleaner of its type. Cleans by powerful suction. Stores in small space. Tools in neat, lightweight kit, Moth-imizer and sprayer, **\$79.50**



CYLINDER
MODEL 50

Bare floors and rugs come clean quickly. Slides easily under heavy furniture, too.



Powerful suction speeds above-the-floor cleaning.



No stooping to attach, detach hose. Touch toe release.



The Dirt Ejector—no bag to remove. Just flick toe release and dirt shakes out. Hands stay clean.



TRIPLE-ACTION
MODEL 28

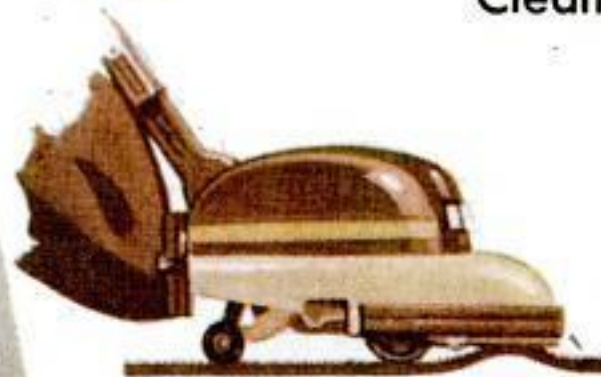


New Triple-Action Hoover Cleaner. It beats... as it sweeps... as it cleans.* Prolongs rug life. Model 28, cleaner alone... **\$69.95**
Cleaning tools in handy kit, **\$18.00**



(Above) Exclusive Hoover beating-sweeping-cleaning principle.

(Right) A tool for every purpose. Easy, gentle cleaning.



(Above) Just a "click" and you're all ready for above-the-floor cleaning.

(Left) No stretching for high-up places. Tools in handy, lightweight kit.





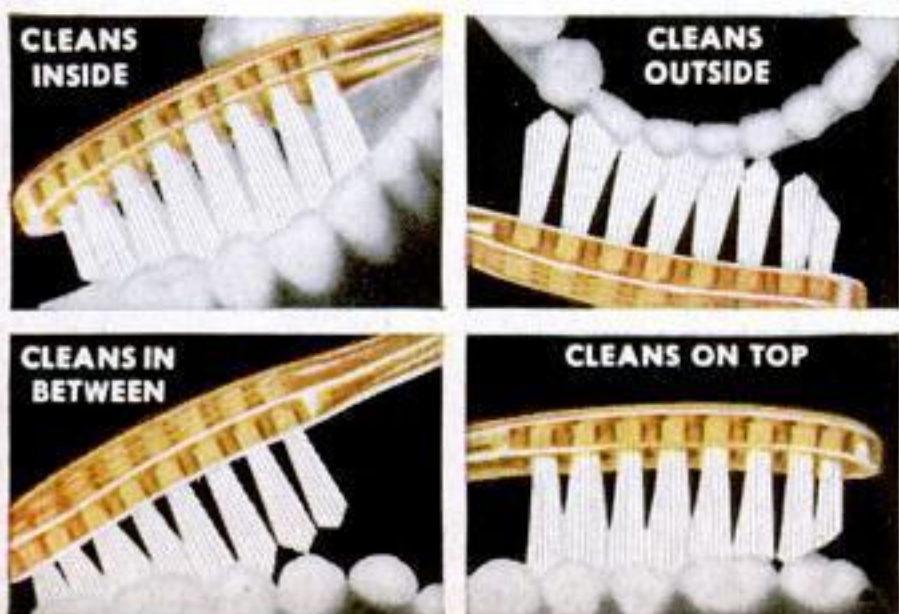
NEW FACTS ON MIRACLE-TUFT
(Third of a series)

50c

Your mouth is full of curves ...

Dr. West's Miracle-Tuft Toothbrush takes them all to clean your teeth better. You'd need an artist's French curve to duplicate all the natural curves in your mouth. And you need Dr. West's Miracle-Tuft to "sweep" every surface of every tooth sparkling bright. That's because the sturdy, springy "Exton" brand bristles are set in a brush head deliberately curved two ways to reach every place on your teeth that needs to be cleaned. Protected against sogginess by exclusive "waterproofing" and sealed in glass, it's guaranteed for a full year of effective service.

Copr. 1948 by Weeo Products Company



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Embarrassing, isn't it?

YOU NEED **SHINOLA**



- 1 Neat-looking shoes are an important part of good grooming.
- 2 Shinola's scientific combination of oily waxes helps keep shoes flexible—and new-looking longer.
- 3 Shinola is easy to apply and economical to buy. You'll find IT PAYS TO KEEP 'EM SHINING WITH SHINOLA.

In Canada It's 2-in-1

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Ask for a **RONSON 5-FLINTER**...
the handy Ronson package that
holds five sure-fire, extra-length
Ronson Redskin 'Flints'.

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MY
SONS"

with MARY CHRISTIANS · HOWARD DUFF
LOUISA HORTON · FRANK CONROY · ARLENE FRANCIS
LLOYD GOUGH

Written and Produced for the Screen by CHESTER ERSKINE
From the Play by Arthur Miller · Directed by IRVING REIS

The
New York
Critics'
Award Play
becomes the
Screen's
Prize
Motion
Picture!

A CHESTER ERSKINE PRODUCTION



ALONE IN AIR FOR THE FIRST TIME, MARIE GASPS AT TAKE-OFF



ABOVE THE FIELD, SHE CONCENTRATES ON KEEPING WINGS LEVEL



STARTING HER SOLO FLIGHT, Marie Goerke flips the ignition switch while Instructor Kenny Garofalo gets ready to spin the propeller for her. The plane is a two-seater

Piper-Cub. Marie had taken eight hours of dual flying instruction in similar planes before her big test. Before the take-off Marie's boyfriend was far more nervous than she was.



A BUMPY LANDING BOUNCES MARIE HIGH. SHE IS SCARED STIFF



WITH GRIM DETERMINATION, SHE FINALLY GETS PLANE DOWN

SPEAKING OF PICTURES...

... ROBOT CAMERA RECORDS GIRL'S FIRST SOLO FLIGHT

The candid photographs above show four fluttery moments in the most exciting experience of a pilot's career—the first solo flight. The subject is 19-year-old Marie Goerke, a \$35-a-week secretary who saved up \$400 to take flying lessons. One morning this month, after weeks of instruction, she was ready to take up a plane alone. In the cabin of the plane LIFE Photographer Bernie Hoffman had rigged a special robot camera (p. 22) to record Marie's reactions as she concentrated on her big adventure. At the door of the plane her nervous boyfriend, Don Linder, shook her hand. She said cheerily, "I'll see you in the next world anyway," climbed into her seat and listened intently to a final briefing from Instructor Kenny Garofalo. Then Garofalo spun the propeller (left) and waved goodbye as she taxied down the runway and took off. Concentrating hard on her flying, Marie completely ignored the clicking of the camera which took a picture every three seconds. Except for a bumpy landing she completed her flight with the assurance of a 20-mission veteran. When the plane stopped she clambered out and ran straight to Don with the abandoned joy of a child after its first ride on a merry-go-round. Then she drove happily home. Clutched in her hand was a diploma which certified that she had "soloed . . . March 6, 1948."



THE FLIGHT IS OVER, and Marie runs quickly from the plane toward boyfriend Don Linder with her hands clasped together in the prize ring's traditional salute of victory.

Wife puts engineer on right track



7 A.M. "Oh! Oh!" said the engineer. "I'll never be in shape for that 9 o'clock run! I need a laxative. My head's pounding, I feel lopy."

"It's speedy Sal Hepatica for you! It will give you the green light in a jiffy!" said his wife. "Here it is, all mixed and sparkling for you!"



9 A.M. Everything's under control ... even the man at the throttle! Sal Hepatica, the sparkling saline laxative, brought quick, gentle relief. Taken first thing in the morning, it

usually acts within an hour. It also aids in counteracting excess gastric acidity and helps sweeten a sour stomach. So always keep a bottle of Sal Hepatica handy!

In a national survey, more than half the doctors recommended Sal Hepatica. Why not try speedy Sal Hepatica next time you need a laxative?

Ask your doctor why Sal Hepatica works so fast. He knows that because Sal Hepatica is a fluid bulk laxative, soft pressure is exerted to stimulate gentle, speedy action.

Whenever you need a laxative
-take gentle, speedy
SAL HEPATICA

TUNE IN: { "MR. DISTRICT ATTORNEY"—Wednesday night, NBC Network
"BREAK THE BANK"—Friday night, ABC Network

SPEAKING OF PICTURES

CONTINUED



"THERE I WAS, 700 feet above the ground, and soaring free as a bird." Marie relates her experience to Don using a sandwich to illustrate a maneuver.

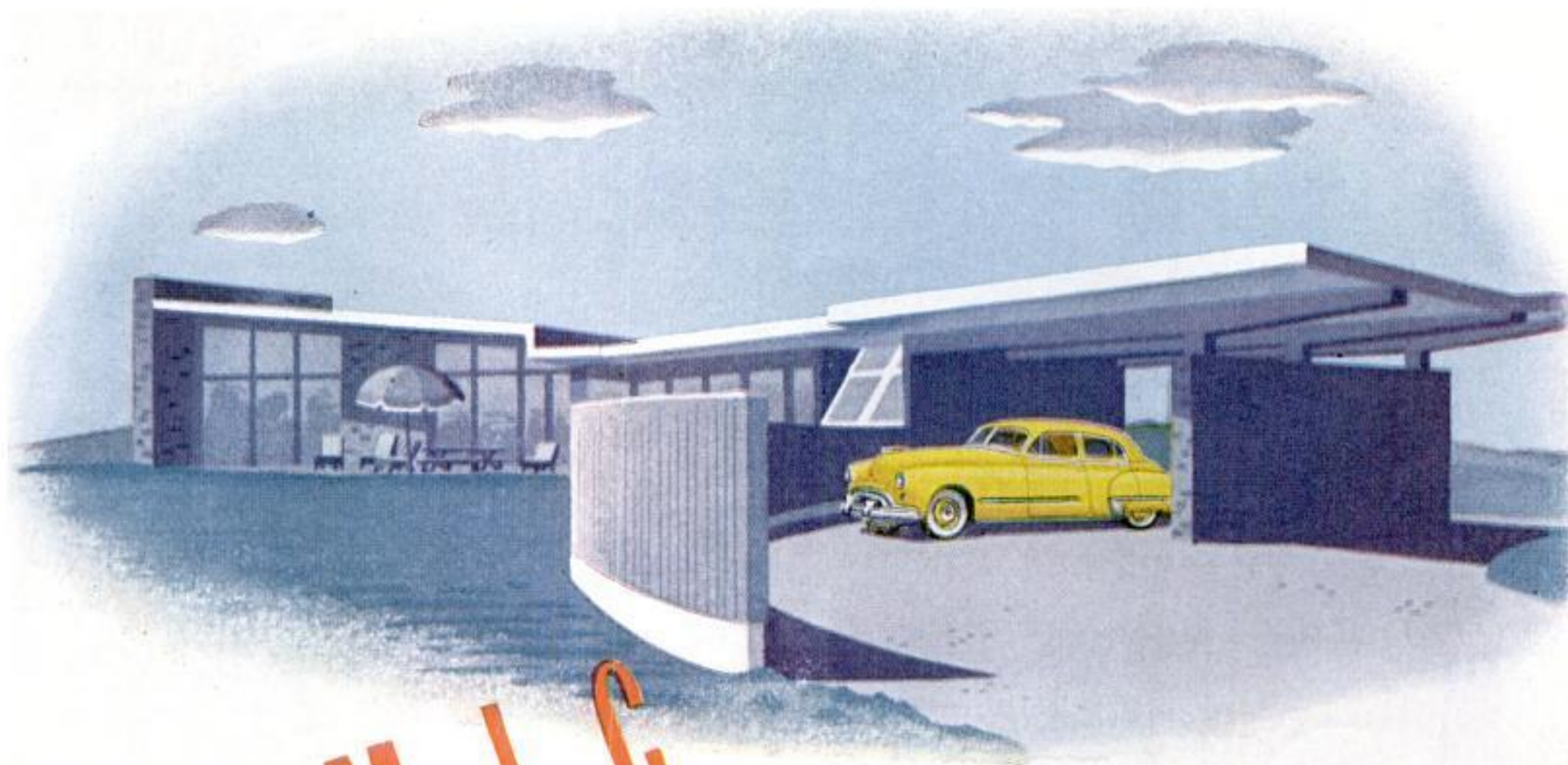


HUMOROUS TROPHY of a plane made from a banana, chocolate bars and typewriter erasers is presented by Don to the bashful conqueror of the skies.



HOW MARIE WAS PHOTOGRAPHED is shown above. Robot camera (top right), fastened to strut in front of her face, was started by trigger in her hand.

Futuramic—"the dramatic design of the future"—a brand new word to describe the finest of functional modern design. This outstanding Futuramic house was built in Port Angeles, Washington—architects, Chiarelli and Kirk.



FUTURAMIC

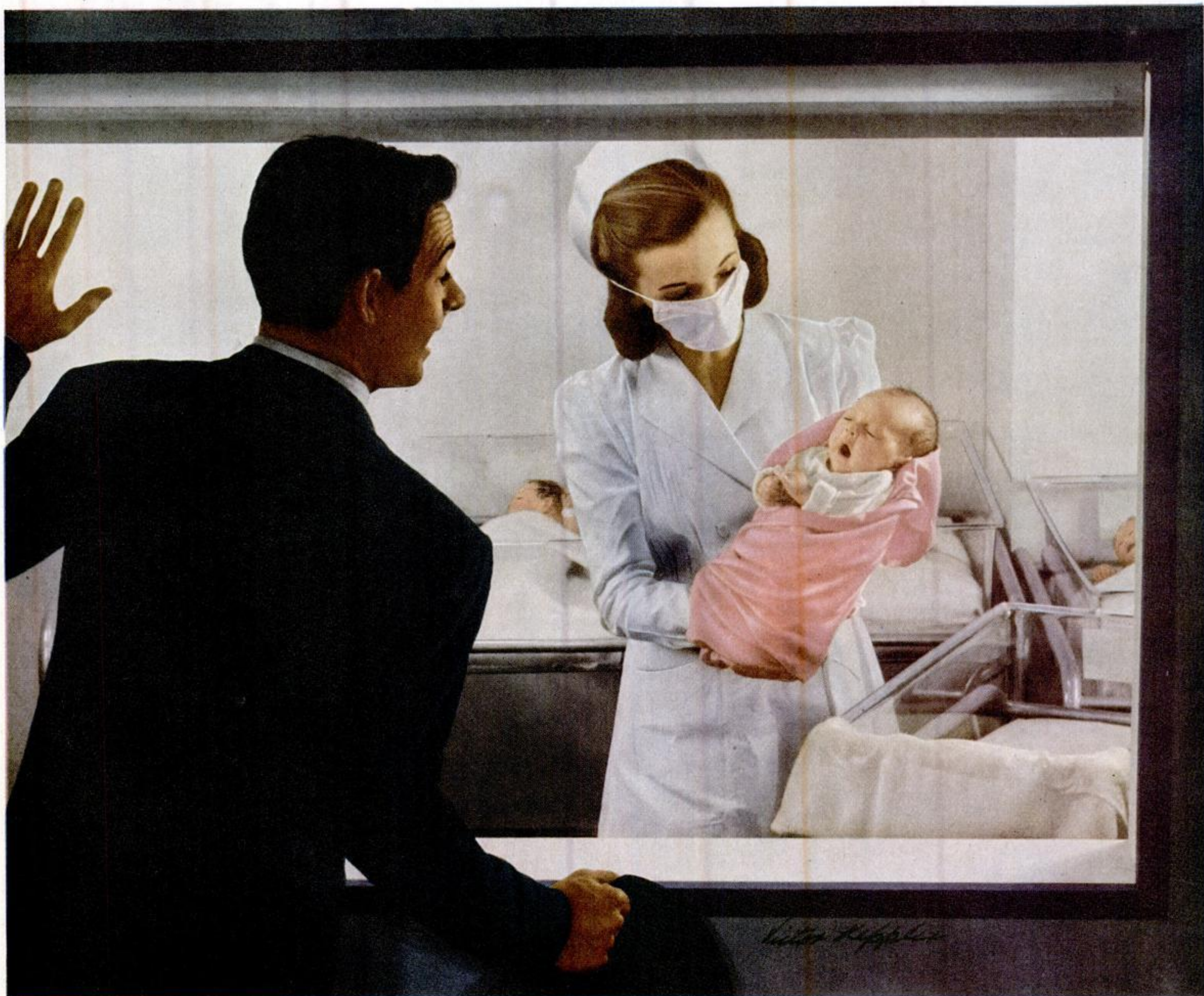


White sidewall tires optional at extra cost.

*This is the first of the Futuramic cars—the Series "98" Oldsmobile for 1948. This is the car that brings truly functional design to the automotive field—the car that offers styling every bit as modern as GM Hydra-Matic Drive. And that's saying a lot! For Hydra-Matic Drive—pioneered, perfected and *proved* by Oldsmobile—is the famous General Motors feature that banished gear shifting in the forward speeds and eliminated the clutch pedal completely. Today, Hydra-Matic Drive is available (at extra cost) in all new Oldsmobile models—both the Futuramic Oldsmobile "98" and the Dynamic Oldsmobile "60" and "70." This year, as always . . . "It's SMART to Own an Olds!"*

FUTURAMIC

OLDSMOBILE



Collect on delivery

"Congratulations, Dad! And don't worry about the hospital bills. I'm all paid for."

This dad, you see, belongs to a sort of club that pays most of the family's hospital expenses—whether for a new baby, a broken leg, or sister's tonsil operation.

It's called the General Mills Health Association. Each year, with the help of the company's contribution to the Association, thousands of employees who belong to the "club" are able to get generous disability benefits for just a few cents a week—as well as broad hospital,

surgical, and medical benefits at very reasonable rates.

This low-cost family protection is an extra security available to the men and women of General Mills and their dependents. Another is the company's comprehensive Retirement System, adopted eight years ago, which provides steady income in later life.

The freedom from worry which these programs bring helps all of us in General Mills do a better job of serving you with quality products.



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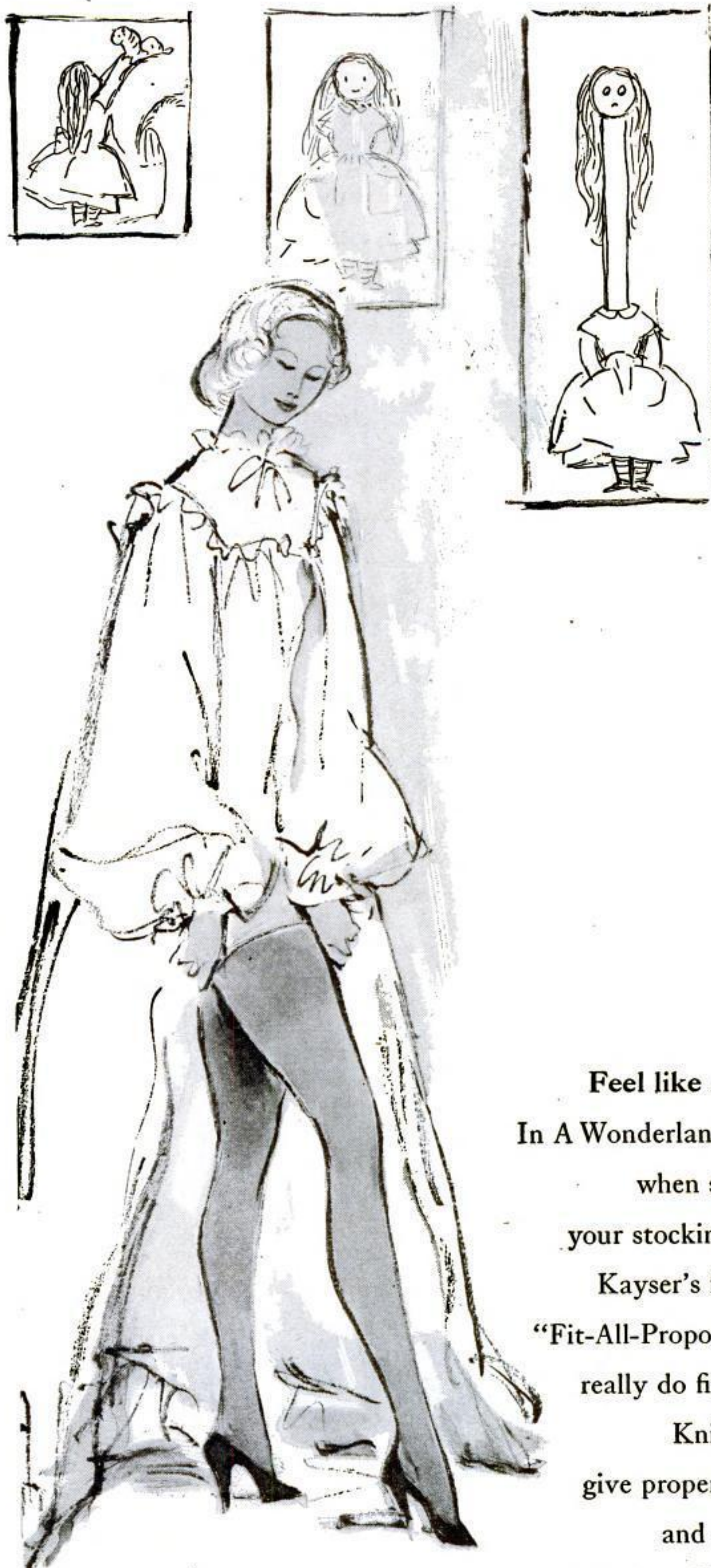


Featured on this week's cover are a pretty girl, a bandana turban and a basket handbag. The girl is 19-year-old Maggi McNamara, who likes to paint and to dance Polish folk dances. The turban is a Haiti-inspired creation by Tina Leser. And the handbag is the work of a young couple named Clair and Bob Kennedy. Taking a hint from another couple in the handbag business, the William Phelps (LIFE, Nov. 19, 1945), the Kennedys began working out their own ideas a year ago in their New York apartment. Now they have a busy shop and are producing the rustic accessories described on pages 53 and 54.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.H., GRAPHIC HOUSE; H. & E., HARRIS & EWING; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



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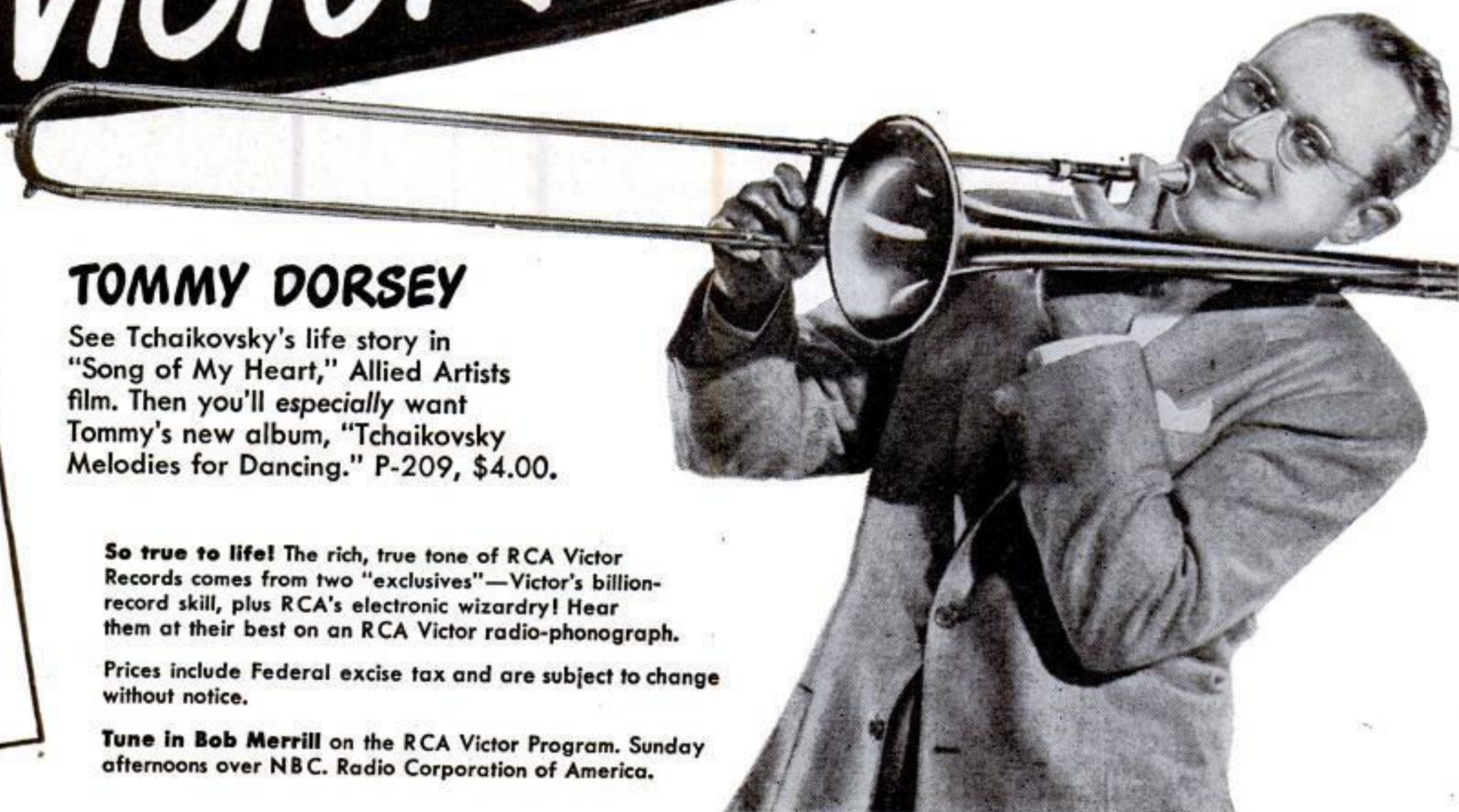
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SAFE IN GERMANY, MEMBERS OF CZECH FAMILY MASK THEIR EYES BEHIND SCARVES TO PREVENT IDENTIFICATION AND REPRISALS AGAINST RELATIVES LEFT BEHIND

CZECHS FLEE THEIR NEW RED REGIME

The freedom-loving peoples in Western Europe last week fearfully watched the growing tension between a Soviet Russia apparently on the rampage and a U.S. apparently getting down to cases under the threat of World War III (pp. 36-39). For those who needed a nudge toward either camp Czechoslovakia provided a bitter lesson.

Thousands of weeping Czechs in Prague witnessed a Communist-run "state funeral" for Jan

Masaryk, who leaped to his death from a window in the Czernin Palace (LIFE, March 22). Others by the hundreds were frantically exchanging once-free Czechoslovakia's new Soviet brand of "liberty" for the sanctuary of a DP camp in the U.S. zone of Germany. They came on foot, on bicycles, pushing baby carriages (pp. 28-29).

The family shown above refused to give their names and partially obscured their faces to protect

a son jailed by the Reds. Another refugee had to leave his aging parents behind. "I am a good shot," he told LIFE Photographer Walter Sanders, "and a gun is the only reliable thing in this world." Both Czechs and Americans had been slow to believe that guns as well as ideas were needed to resist Communism, but it was clear now. Once the Reds were allowed to take over, there were only two alternatives: across the border or out the window.



FLEEING CZECHOSLOVAKIA, two refugees (*above, center*) have crossed the German border in fields between railroad tracks and distant trees. The rail line connects

the German town of Selb and the Czech town of Asch. At left awaiting refugees, but as yet unobserved, are a German border policeman and a U.S. Military Intelligence officer.



INTERCEPTION BEGINS as German and American move forward to challenge refugees. The frightened Czechs, fearful of being sent back, quickly reverse their course

(*above*) and dash along the tracks. Burdened by rucksacks, the refugees are soon overtaken (*below*). After questioning (*opposite page*) they are told they can remain in Germany.





AFTER THEIR CAPTURE (OPPOSITE) REFUGEES ARE SENT ON TO DP CAMP

ESCAPING CZECHS RUN BLOCKADE BY REDS TO HAVEN IN U.S. ZONE

Although Czechoslovakia's Communist government has little patience with anti-Communists, it is not eager to lose them. There is work in the mines for people who disagree with the regime in power. To reduce loss of this labor supply, the Reds have established a "hunting ground" along the border of the U.S. zone in Germany and have reinforced the frontier guards who patrol it. Even so, more than a thousand Czechs have filtered through it in the last fortnight.

These escaping refugees are intercepted at the border (*left and above*) by American-German teams, which send them to camps (*right*) where they are housed but are not permitted special DP rations. Many of the Czech refugees fought against the Nazis and are anti-German as well as anti-Communist, but the U.S. zone border provides the only remaining passage through the Iron Curtain. Complicating this refugee problem is the continued migration into the U.S. zone of Sudeten Germans (*below*), who do not like Czechs on either side of the border.



IN MOSCHENDORF CAMP, YOUNG CZECHS GET SHELTER AND SIMPLE GERMAN RATIONS



ONE CAMP TO ANOTHER is fate of Sudeten Germans like family of Johann Stöhr, shown here on the road from Asch in Czechoslovakia to Hof in Germany. Stöhr, a 64-

year-old innkeeper, is accompanied by his wife, his married daughter and his daughter's children. They left a camp near Eger to seek shelter in the Hof vicinity of U.S. zone.

CONTINUED



SORROWING PRESIDENT Eduard Beneš (*center*), looking dazed and broken, slumps in his chair at funeral in National Museum while Communist Premier Gottwald

delivers tirade blaming West for Masaryk's suicide. Mrs. Beneš sits by her husband. The martyred foreign minister's sister, Alice Masaryk, is first in front row (wearing glasses).



POKER-FACED RED POLICE BOSS VACLAV NOSEK TOSSES FLOWERS INTO THE OPEN GRAVE

THE PEOPLE MOURN JAN MASARYK

When Jan Masaryk, son of Czechoslovakia's founder, killed himself rather than serve as a Communist stooge, the Reds were confronted with the defiant mourning of a whole nation. Since they could not suppress it, they attempted to exploit it.

Masaryk's body lay in state in the Czernin Palace until it was moved to the National Museum for funeral services. There Communist Premier Klement Gottwald personally delivered a funeral oration in words crudely calculated to place responsibility for Masaryk's death on the "slanders" of the Western democracies. Communist leaders even maintained the same pretense of sorrow (*left*) when Masaryk's body was finally laid to rest beside his father's.

But the show was a failure. During the state funeral President Beneš sat with his head bowed (*above*), a silent figure of reproach. And along the route of the cortege, hundreds of thousands of Czech citizens wept in honest grief (*below*) for their lost leader—and their lost democracy.



SORROWING PEOPLE of Czechoslovakia make no effort to conceal their grief as the Masaryk funeral procession moves from the National Museum to the historic Czernin

Palace after the state service. More than half a million Czechs, many of them in tears, lined the route, watching from the sidewalks, staircases, windows and even the rooftops.



MASARYK'S BROKEN BODY lies in state in candlelit great hall of Czernin Palace. Day before funeral 200,000 mourners, walking four abreast, filed past bier and banked

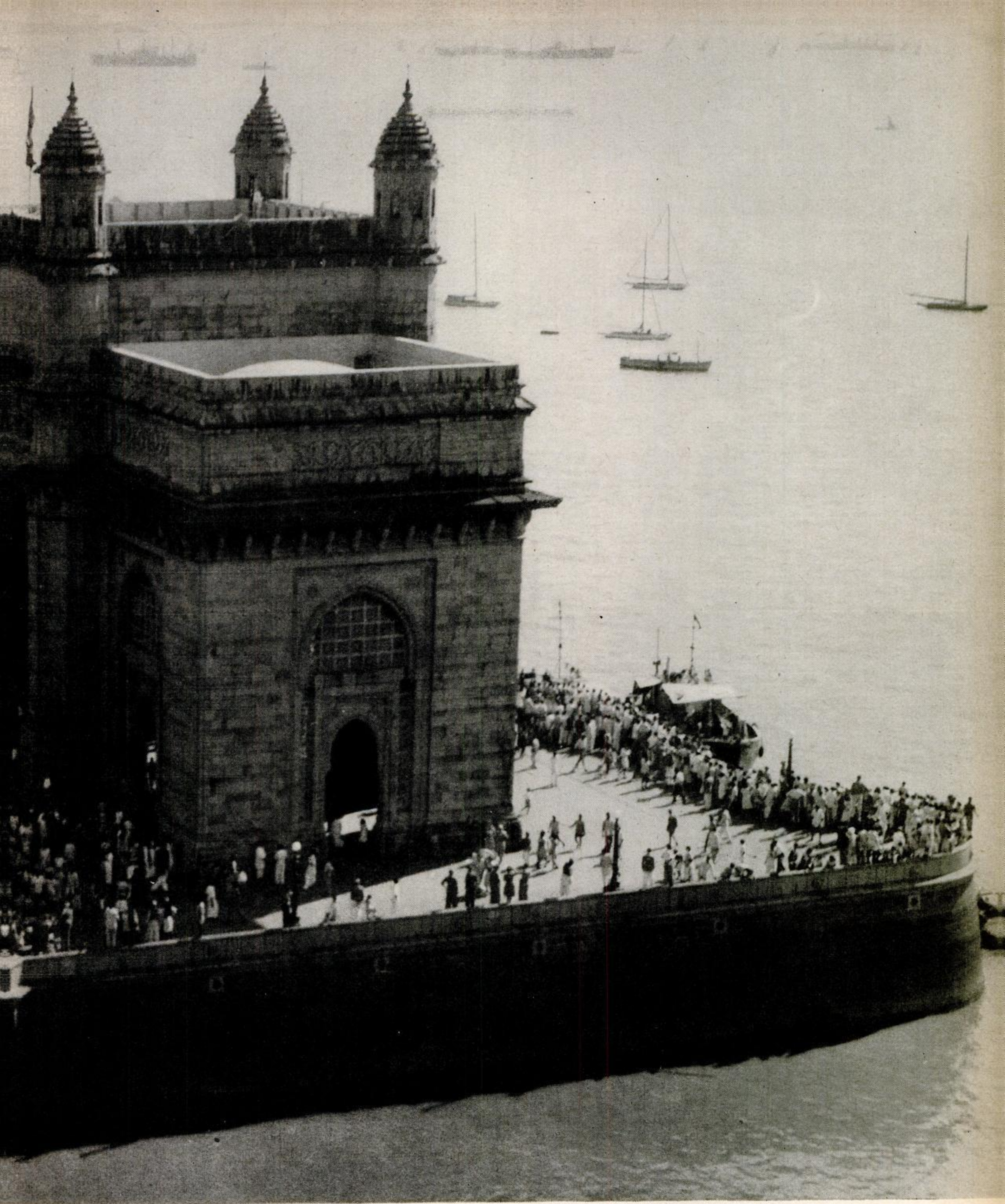
it with flowers. Foreign-ministry employees maintained honor guard. Many Czechs wept as they left palace and others openly expressed bitterness toward their new government.

PICTURE OF THE WEEK



TROOPSHIP LEAVING BOMBAY

Down to the Bombay quayside on Feb. 28, to the sound of trumpets in the hot morning sun, marched the last British troops to leave India—a detachment of the Somerset Light Infantry. There, through the massive stone arches of the Gateway of India, they trooped their colors for the last time on Indian



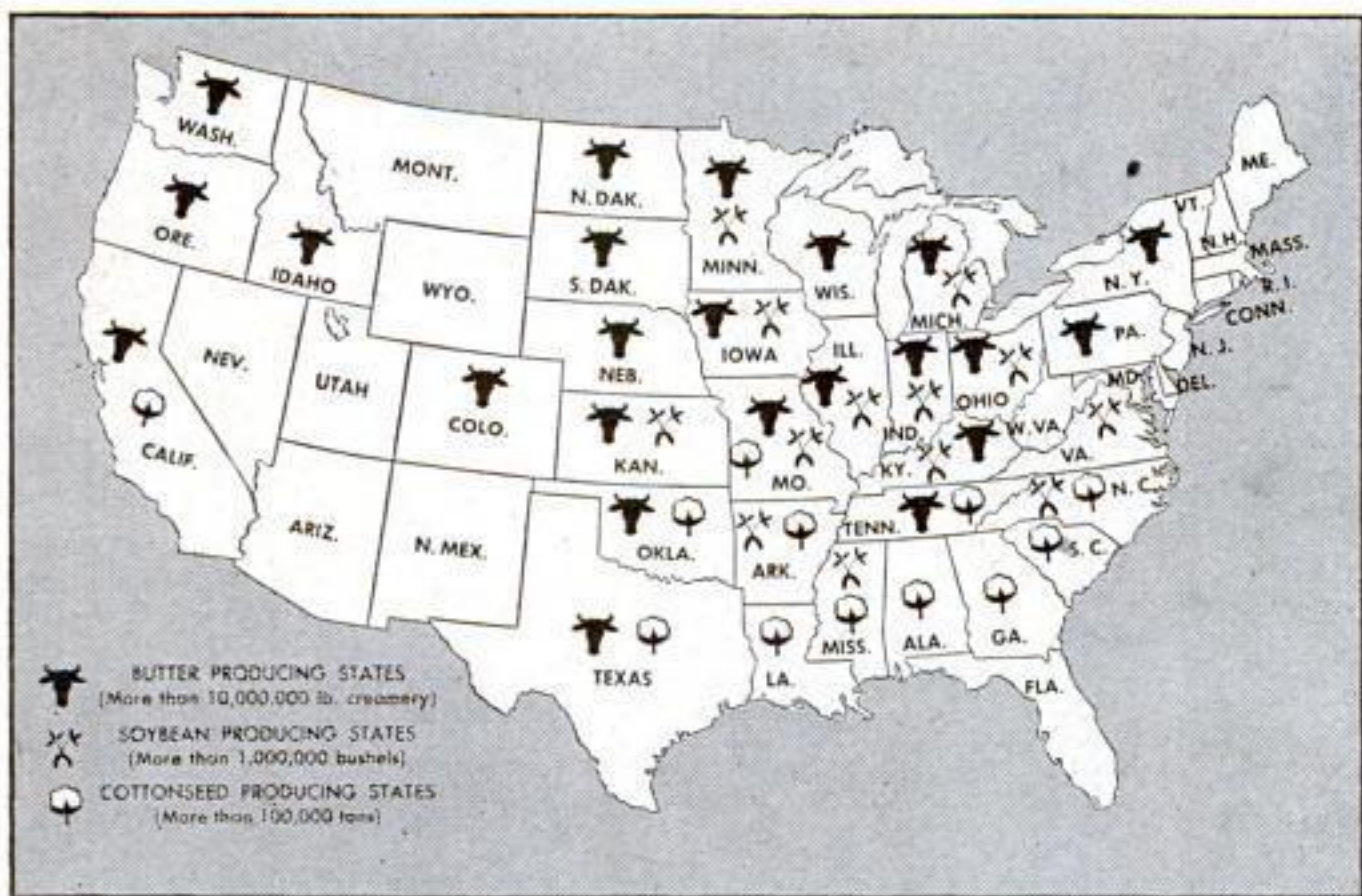
soil. Then, as guards of honor from the Indian army and navy presented arms, they embarked in small craft for the troopship which lay in the harbor waiting to sail home to England. Behind them they left a clamorous throng of Indians, who had come down to the water's edge not in triumph but to weep. Be-

hind them they left the record of almost two centuries of British military glory, from Plassey to Jellalabad, from the Northwest Frontier to Burma. They also left in lonely mountain graves and military cemeteries many thousands of old soldiers who will remain to garrison India until a louder trumpet blows.



PRO-MARGARINE CONGRESSMEN, who introduced 16 of the 18 bills to ease federal restrictions, wave boxes of it on capital lawn. In foreground is Edward Mitchell (R., Ind.), a former margarine dealer who now leads fight against the butter lobby. In second row (left to right) are Thomas Abernethy (D., Miss.), Hale Boggs (D., La.) and

Ellsworth Buck (R., N.Y.); third row: Emanuel Celler (D., N.Y.), Robert Corbett (R., Pa.) and Charles Fletcher (R., Calif.); fourth row: Ellsworth Foote (R., Conn.), Brooks Hays (D., Ark.), Robert Twyman (R., Ill.) and W.R. Poage (D., Texas); last row: David Potts (R., N.Y.), L. Mendel Rivers (D., S.C.) and Harold Youngblood (R., Mich.).



MAP OF RIVAL AREAS shows butter strong in north, margarine (cottonseed and soybeans) in south, with a big strip in the center which produces both.

THE BUTTER LOBBY WINS

Congress tables bills to repeal margarine tax

Ever since 1886, when the first restrictive federal taxes were imposed on margarine, the U.S. consumer has been caught in the political and economic war between that product and butter. In 1902 the dairy industry succeeded in persuading Congress to pass the present high taxes—10¢ per pound on colored margarine, ¼¢ on the uncolored product—as a result of which most margarine appears in stores as a pallid mass which has to be laboriously colored by housewives at home. These restrictions were easy to pass. Early margarine had an unpleasant taste and contained various impurities, although in far less degree than the dairymen indicated. But as margarine improved and became the equal of butter in taste and nutritive value, the taxes remained. When wartime shortages and the high price of butter brought margarine into further prominence, the first real movement to repeal the taxes began. By this time the main source of margarine had become not coconut oil from the Pacific but soybean and cottonseed oil from Southern and Western states. Margarine interests had also acquired a lobby but they were not yet strong enough. Last week they took a resounding beating at the hands of dairy-state congressmen and the powerful, well-financed butter lobby. In Washington the House Agriculture Committee indefinitely shelved 18 separate bills to ease federal restrictions on margarine. Two days later in the Senate another repeal movement was turned down. But on the pro-margarine side were some aroused congressmen (*opposite page*) who promptly commenced one more effort. This took the form of a "discharge petition" in the House. By week's end they had gathered more than 100 of the 218 signatures necessary to force open debate on the floor. If they could collect the remainder, they intended to force a roll call, which would show consumers at home how their representatives were voting. To prevent this the well-heeled dairy lobbyists dug in for a bitter fight.



BUTTER LOBBYISTS Charles Holman and Margaret Taylor of the National Cooperative Milk Producers Federation chat with congressmen. A large part of the lobbyists' work is done after hours in comfortable surroundings.



PRO-BUTTER CONGRESSMAN Reid Murray (R., Wis.), a member of the House Agriculture Committee, tosses a box of margarine into his wastebasket. Murray has long been a staunch supporter of dairy interests, keeps a small plaster cow named "Rebecca" in his office as a mascot.



"SQUEEZE BAG" INVENTOR Leo Peters, who expects to make more than half a million dollars a year from his simple invention, was not disturbed by margarine's setback. With his device housewives can color margarine by squeezing it in a plastic bag which contains a yellow capsule.

WILL THERE BE WAR?

WASHINGTON PLANNERS STUDY MEANS TO PREVENT ONE—OR WIN IT IF RUSSIAN AGGRESSION CONTINUES

LIFE last week asked its Washington office to outline the facts behind the Russian crisis as viewed by our military and diplomatic leaders who have been living with the problem for some time. This memo details the thinking which is behind our effort to avoid a war—and some plans for winning it if it does occur.

Will there be war? The answer lies not with the U.S. but with Russia. The base of American policy—the policy which the President asks Congress to accept—is that a resolute stand against further Soviet advances will prevent war, that if we are prepared to fight we will not have to fight. The weight of Washington opinion is that Russia does not want war but will pursue her conquests to the limit that is possible without it. "Russia is like a man walking down a corridor in a hotel, trying every door," said a State Department official. "When he finds one that is open he walks in." The limitation of this figure is that it ignores one possibility: if Stalin finds all doors locked he may kick one in.

The speed of recent events in Europe, however, has shaken Washington's assumption that Moscow does not want war in the near future. The seizure of Czechoslovakia and the grab for Finland have taken Russia up to the line which her troops reached in World War II—the line that runs south from Petsamo on the Barents Sea to Stettin on the Baltic and Trieste on the Adriatic. At Yalta and Potsdam the U.S. virtually conceded Russia predominant power in all the countries east of this line. But Russia now seems to be reaching beyond it. In Greece the elusive guerrillas are backed by Russia's satellites. Norway and Turkey may be next. Success in any of these places would send the Soviet Union crashing out from behind the Iron Curtain. All of this has brought fear to Washington that perhaps not even Stalin could control the Communist momentum.

Test in Italy

As Washington looked this week into the uncertain months ahead, it fixed its eyes on one certain—and immense—test of strength: the April 18 election in Italy. On that Sunday the Italians will make a choice between communism and democracy. How well will the Communists do? Their leader, Palmiro Togliatti, is so astute and effective that one of George Marshall's subordinates honestly, if reluctantly, calls him "an authentic political genius." If the Communists and their left-wing Socialist allies should win more than 45% of the seats in parliament, where they now have about 30%, the fat would be in the fire. So strong a voice in parliament would guarantee them a major share in the new government.

A State Department official laughed wryly as he pointed out an enormous irony: since the end of the war we have given Italy \$1,750 million in coal, wheat, money and all other forms of relief. The Russians have given their Communist stooges about \$15 million, strictly for electioneering expenses. And now the issue is who is Italy's friend, the U.S. or the U.S.S.R.?

It has been said by shrewd observers that \$10 million efficiently spent could clinch the Italian election. But our State Department does not have in peacetime a secret fund such as other foreign offices have for such purposes. Within legal limits our diplomats are doing what they can to influence Italian votes: 1) the U.S. has given Italy 29 freighters to replace her war losses; 2) House Speaker Joe Martin has asked Italian-Americans to write their friends and relatives letters describing the advantages of democracy; 3) the Department of Immigration issued a pointed reminder that no Communist immigrant can enter the U.S.; 4) the U.S., Britain and France announced that they would attempt to return Trieste to Italy; 5) Secretary Marshall has warned Italy that if Communists win control in the election she will get no more aid from the U.S.

Even though they lose the election, the Communists may attempt to seize power by an armed insurrection. Marshal Tito of Yugoslavia might be all too ready to back them up with some of his 600,000 soldiers. In the event of such a coup Premier De Gasperi might then ask for military help from the U.S. Whether or not he would get it was one of the big issues being discussed in Washington last week.

The consequences of not giving military aid—of letting Italy go down the Russian drain—would extend over all Europe. Such a Soviet triumph would be a smashing blow to French morale. The French would see it as a demonstration of the inevitability of total Communist victory and the inadequacy of democratic power. French Reds would take it from there.

Militarily Greece, Turkey and the Near East would be left as pockets of futile resistance behind the real lines of battle. Russia would be in a position to chop the oil line running from the Middle East's rich fields to Britain and the U.S. Even ruling out the excellent chance that the oil fields would be seized by a logical thrust by the Red Army itself, the best that would remain to the U.S.

would be a very roundabout route to the oil via the Cape of Good Hope or the Pacific. In a still broader extension of the pattern Russia would hold advanced air bases overhanging Gibraltar, the strand of North Africa, Egypt and Malta.

"Act now"

Where can Russia be stopped—and when and how? As our diplomatic and military planners have stared at this problem over the last few months, two trends of thought emerged. One was the "act now" school, headed by some of the high career officers of the State Department, by a few military planners and by Secretary of Defense James Forrestal. Their argument ran something like this.

The U.S. now holds the preponderant potential power for war. We have a greater geographical advantage than we will have later if Europe continues to dribble away. We have the atomic bomb. We have a decent air force and the most powerful navy in the world. We have a large reserve force of trained men not yet too rusty in warfare. And we still have a munitions industry. Russia does not really want to fight. She needs time to repair the war damage to her industry and to build up her transport system. But she will halt her expansion only if we make a bold and unmistakable act of resistance over and above economic aid to Europe. "Unready as we are," say the planners, "let us prove to Russia and to all of Europe that we are prepared to risk our necks to show that we mean business."

If the "act now" advocates carried the day, where and how could the U.S. apply military pressure?

One place is in the Mediterranean. We could:

- 1) Commit enough force to Greece to get a victory rolling there. We do not have enough to secure a quick decision over the Communist-supported guerrillas, who are fighting a classic campaign of the hit-and-run variety. Two American divisions, threaded through the Greek army, would provide leadership right down to the squad level. What the Greeks needed was assurance that the U.S. would not accept a defeat that would hurt the Greeks who had fought with us.

- 2) Land a force in Italy by arrangement with De Gasperi.

- 3) Increase our Mediterranean naval force and put troops afloat as a force in being.

- 4) Make a military alliance with the Western Union. Here the thinking is that there should be immediate assistance in the form of arms and supplies, as are now going to Greece.

As one member of the "act now" group put it, "Russia keeps sticking out fingers, feeling for soft spots. If you step on a finger, she pulls it back." There are some precedents to support this view:

- 1) In Iran in 1946 Russia attempted to create a puppet regime and split the northern province of Azerbaijan off from the rest of the country. But the Iranian government proved resolute and at the crucial moment the U.S. State Department backed them up in the United Nations. The Soviet scheme collapsed and the Russians withdrew.

- 2) In Turkey in the summer of 1945 Russia demanded rights in the Dardanelles. The U.S. strongly opposed the demand. It failed.

- 3) In Trieste, Communist Yugoslav troops twice marched to the border with the intention of crossing it. U.S. and British troops announced that they would meet them with gunfire. The Yugoslavs stayed on their side of the border.

"Go slow"

Over against the "act now" trend of thought has been the "go slow" school. Those who belong to this school fear that, by making rash moves which we cannot back up, we will let ourselves be sucked into a battle area from which we could not easily withdraw. While we were engaged in Greece or Italy (or France or China), the Russians could strike at some other point, such as Turkey.

The "go slow" strategists are not so sure that Russia does not want a general war now. Russia, they believe, may well have reached the highest military power that she can expect to have within the next 10 years. In the 12 months after V-J Day, Russia kept her war industry going at capacity and has maintained substantial arms production, particularly in aircraft, ever since. This matériel, along with food, has been stock-piled. Its useful life in storage is not long, and the war training of 16 million men diminishes in value as the years go by. So some of our soldiers feel that a comparison of military capacities—present and potential, Russian and American—impels Stalin to move now, to accept the chance of war.

In the "go slow" school have been most of the top military figures, as well



MILITARY PLANNERS of Joint Chiefs of Staff assemble at Key West, Fla. They are (*seated, left to right*) Admiral Louis Denfeld, Chief of Naval Operations; Admiral William Leahy, presidential Chief of Staff; Secretary James Forrestal; General Carl Spaatz, Chief of Staff, Air Force; General Omar Brad-

ley, Chief of Staff, Army; (*standing*) Vice Admiral Arthur Radford, chief Navy planner; Major General Alfred Gruenther, Director of Joint Staff; W. J. McNeil, assistant to Forrestal; Lieut. General Lauris Norstad and Lieut. General Albert Wedemeyer, chief planners for the Air Force and Army respectively.

as a former military leader, Secretary of State Marshall. "Don't point a gun unless you are ready to fire it" is one of George Marshall's most positive maxims. The others in the "go slow" school agree. If we provoked a war now by a military gesture in Europe, we would not have enough troops left to defend Alaska. We would also not do a bit of good in Europe. The Continent would be overrun by the Red Army in 60 days, and we would have thrown away the very nations on whose recovery we are staking the future of the world.

To some extent the "act now" and "go slow" schools of thought were reconciled in last week's military conference, presided over by Secretary Forrestal at Key West. If the nation's planners had yet decided where and when to make a stand it was a secret. But the formation of a Western European alliance as a nucleus for defense of nations this side of the Stettin-Trieste line provided a natural military frontier and a group of potential allies. There is a general agreement among military men to target for a 70-group air force (20,000 planes), 12 combat divisions, which will take two years to establish, and a 50% increase in commissioned naval vessels, withdrawn from the zippered fleet. Another thing that commands the agreement of all the top planners is the need for selective service to hold up our military force.

One result of the Key West conference was President Truman's message to Congress last week.

It Is an Election Year

How far President Truman advanced the ball is questionable. He undoubtedly made his decision as President first and as politician running for re-election second. But his failure to consult in advance with congressional chiefs of his own party and the Republican majority was so offensive to Congress as to raise a strong suspicion that he was trying to throw Congress off balance. Thus the beginning is not good. There is a political question where there should be none.

The mood of Washington was grim. A general gave his opinion privately: "I have now accepted that war with Russia is inevitable. The only question is when and where. Do we fight her now while we still have a foothold in Europe and Asia or do we wait until the balance of power is clearly defined between the Western and Eastern Hemispheres?"

U.S. military men long ago abandoned any hope that they could ever know the Kremlin's plans. It is their business, however, to keep a ready estimate of Russian strength, and it goes about like this:

1) The atomic bomb. Washington does not know with complete certainty whether or not Russia has yet manufactured a bomb. It does not think so. Unless the Russians have found a short cut to the bomb they certainly will not have it in great quantity, if at all, before 1952.

2) Land forces. Russia's immediate strength is 175 divisions, with a potential of 125 more immediately available from the innermost ring of satellite countries and possibly another 100 divisions from the outer ring, including the Chinese Communists. (In World War II the U.S. had only 68 divisions at the peak of mobilization.)

3) Airpower. Although Russia in the last war showed ineptitude in the use of strategic airpower, Washington has reason to think that Soviet commanders have begun to catch up—that they have begun to understand the airpower concept which the Western Allies demonstrated so effectively in World War II. Soviet factories are now turning out far more long-range bombers a year than the U.S. These include prototypes of the B-29s which landed on Soviet soil and were impounded during the war. The U.S. Intelligence score card shows that Russia probably is manufacturing 70% of the current world output of military planes. Russia is easily the leader in production of jet planes. The Red Air Force probably still is a greater tactical weapon, with fighters and light bombers, than a strategical, or long-range, power.

4) Seapower. The Soviet surface combat strength of 11 capital ships offers no real threat, but Russia is building a large fleet of submarines and has about 250 in commission. The real menace is the considerable number of Type 21 subs. The 21, which was developed by the Germans toward the end of World War II, has an almost unlimited subsurface range because of the new *Schnorkel* breathing device and can travel nearly as fast underwater as it can on the surface. The Soviet submarines would be the biggest obstacle Russia could offer to the establishment and maintenance of advanced American bases for an air attack.

Two sources of danger to the U.S. are our wide-open door and our Communist fifth column. Russia might be able to ship in weapons of destruction—particularly bacteriological and conceivably atomic—in small packages. We have no such access to Russia.

Limitations of the Bomb

Against this powerful force stands our military establishment, a hollow shell, emptied by precipitate demobilization after V-J Day. We have only four and one third divisions ready for combat. This does not include occupation forces, committed to occupation and themselves far below authorized strength. We have 50 air groups, with 5,500 combat planes, most of them World War II aircraft, and a debilitated aircraft manufacturing industry.

We do have the atomic bomb, and can produce enough air force to deliver it anywhere. This is a tremendously powerful weapon psychologically as well as militarily. But Washington's military men, who call the bomb "the gadget," know that it takes more than the bomb and bombers to win a war.

Will There Be a War? CONTINUED

How would we use the atomic bomb? It would not be as magical a weapon as most Americans like to think. The trouble with the bomb, easily overlooked in push-button talk, is that at the present time there is no way to take it to the target except by conventional bombers. These have limited range, and Russia, on the word of the strategists, is well prepared to defend herself from ordinary air attack. Far away from the crucial centers of industry and military concentration are radar warning screens, behind which nest the fighter planes. The Russian fighter pilot is rated very good indeed.

In the light of all these known factors, what would World War III be like if it came in the next 60 days? Russia's huge land army would find little in its way between the Stettin-Trieste line and the English Channel. Stalin's armies would certainly be harassed by U.S. occupation troops, the French army and by British and American air attack, but no one seriously believes they would be halted by anything but the Atlantic and perhaps the Pyrenees.

Soviet airborne troops could and probably would occupy Iceland, an easy jump from Norway. Although a Russian force in Iceland would face supply and defense problems, it could stage immediate bombing strikes against our large Eastern cities.

An even more serious attack against the U.S. could be routed through Alaska. Our strategists believe that the Russians can successfully invade Alaska by air and quickly send their bombers to Detroit, Chicago and other industrial centers of the Middle West. But this entails a 3,000-mile flight one way, so such missions would be more psychological than strategic.

But Russia's great weakness in amphibious craft would halt her land drive at the Mediterranean and the English Channel. This is where the U.S. would take over.

Though the war would not be easy or very short, the U.S. has what it takes to win it. After initial reverses our vast industrial potential would begin to tell and our military machine would build up the same overwhelming power that it built up against Germany. The war would be waged from the air, whatever the variety of bombs. U.S. land and naval forces would be used primarily to seize and hold the bases. These would be established as needed in Africa, the British Isles, Spain, Saudi Arabia, India, China, Japan, Greenland, Iceland, Alaska, the Canadian Arctic. The air force would strike with particular concentration on the Russian railroad system to cripple the overland supply lines.

But We Will Surely Win

The Middle East might well become the principal theater of war. As a base it promises to be the surest and nearest area from which to attack the heart of Russia, the newer industrial sections and the Baku oil fields. We must hold Arabia for another reason: our battle plans require her oil.

U.S. strategists would not expect to use the atomic bomb extensively until they could drop enough for a knockout. Pressure at home would probably require immediate bombing of Moscow, Leningrad or some other center well within the Soviet Union. The bomb would not be used against occupied countries. Early with few, or late with thousands, the target would be the centers of power in Russia.

Probably the masters of the Kremlin know as well as the men in the Pentagon that if war comes the U.S. will win it. But they may think mistakenly that the U.S. will not fight unless attacked at home. Stalin once told an American diplomat, "The Soviet government and people want war no more than the Western democracies. But they are not so intent upon peace."

Russia's hope for gaining control of Europe without war lay in Europe's postwar chaos. Now, as Europe struggles to her economic feet with American aid and joins in a military union with American backing, Russia's hope is dwindling. Russia may be tempted to gamble for a quick victory.

If this is the case, the job of American diplomacy, backed by American opinion and American power, is to convince the Soviet leaders—this spring—that Russian aggression will mean war and that war will end in defeat.



THE GREAT LAND MASS OF U.S.S.R., as shown in this global map, already dominates Eurasia. In case of war with the U.S., Russia presumably would ex-

pand farther along traditional routes of conquest indicated by the probing arrows above. Once these areas, particularly beyond present line from Trieste



to Stettin, were gone, the U.S. could retaliate only from air bases around the periphery. The great circle routes from these bases (distorted in length in this map) are actu-

ally 2,000 miles long—the fighting range of the most advanced U.S. bombers. Thus the U.S. could hit such cities as Moscow and Leningrad as well as the key production

areas indicated in dotted circles. But a great area of the heart land (*dark shading*) would remain out of bombing range, at least from the probable bases indicated above.

EASTER IN PALESTINE

FOR ALL THE BLOODSHED THE WAY TO PEACE SEEMS CLEAR IN THE HOLY LAND

Since Britain issued the controversial Balfour Declaration in 1917, about 7,500 British, Arabs and Jews in the Holy Land have been killed in political conflict. Of these about 1,700 fell in the 100 days after the evil and unworkable "partition" decision was recommended by the U.N. General Assembly. A civil war of like magnitude and duration in the U.S. would carry off 140,000 people. How many reproaches one might heap on how many heads (including our own) for all the blundering, the narrow prejudices, the petty partisanship, the ignorant goodwill which helped to shed that blood! But let us, at this moment of Easter, leave that part of the past in its grave. History will make its reproaches. But can we make a better history for the Holy Land?

Perhaps not at once. Even more may die in confused, transitional clashes between embittered, frightened Jews and exultant, ungenerous Arabs. Zionist extremists may feel that force always pays—forgetting that they have not decisive force. Communists may stir up violence for their own ends. Nevertheless a new situation—not easy, but relatively hopeful—was created by the U.S. last week when it proposed that the recommendation to "partition" Palestine and set up a tiny sovereign Zionist state be reversed. Hopeful—if all concerned meet it with clarity, with charity, with courage.

The Peacemakers

Hope arises, first of all, from the credits of the past. Just after World War I there were in Palestine 80,000 Jews. Today there are 650,000. A few are illegal entrants whose citizenship should now be recognized. Many are refugees from the most brutal persecution campaign in human history, in which six million of their kin were slaughtered. Many are high-minded persons who chose voluntarily to settle in the land of their ancestors. They wanted to create a new culture in the tongue of the Bible, a culture based upon a substantial, modern community, earning its daily bread in the sweat of its brow on farms, in factories, on the sea, in shops, in laboratories and in studios. Many did not really care about a sovereign Zionist state, wanting only freedom and good relations with their Arab neighbors, both Christian and Moslem. It was above all the controversy about the Zionist state which spoiled those relations.

Yet the Jewish community has grown. It has conquered and made many a patch of desert to flower, organized efficient industries, exterminated disease, given employment to Arabs as well as to Jews, helped hold the line at El Alamein against Hitler's hordes, produced interesting art and music, created in Jerusalem a fine university. For all this the Jews deserve much credit. The British, too, deserve some credit, for it is doubtful that so many Jews would be there had the British not given them, on top of the Balfour Declaration, armed protection for more than a quarter of a century. And some Arabs deserve credit, too—lowly Arabs who often sheltered hunted Jews and forward-looking Arabs of distinction like Fawzi el Hussein, a cousin of the feudal, extremist ex-Mufti of Jerusalem. Repenting of his terrorist days, Fawzi el Hussein spoke

out for Arab-Jewish conciliation and was murdered by his cousin's men. Other Arabs like him live on, waiting for a chance to speak. And there is California-born Judah Magnes, president of the Hebrew University, who in season and out has called for conciliation and opposed the partition of Palestine. He has heaped on the heads of Jewish terrorists and their condoners a wrath as fiery as that of an Old Testament prophet. He calls to mind another contemporary enemy of narrow nationalism and partition, Gandhi, who also defied terrorists of his own blood. The spirit that animates Arabs and Jews like the late Fawzi el Hussein and the still-living Dr. Magnes is Palestine's prime hope for peace.

A Peace Program

But all of us can make a contribution. Many steps must be taken to end the fighting and bring a new era to Palestine and the whole Middle East, one in which all the communities of the Holy Land will feel for the U.S. not the understandable hate or puzzlement or contempt so prevalent at the moment, but confidence and friendship. LIFE feels a special obligation to suggest such steps because on Feb. 16 we wrote, "If partition is so hard to enforce, is there an alternative? Yes, theoretically. The U.N. Assembly could try to figure out some more workable solution. But only if the U.S. revises its own Palestine policy, for it was the U.S. that organized the two-thirds majority for partition." This step has been taken. Here are six more.

1) The British should be induced by the U.S. to postpone their departure from Palestine, to throw themselves energetically into the task of maintaining law and order, of suppressing both Arab and Zionist terrorists. In this they should have responsible support from the U.S. government. This might mean a few U.S. troops; it must mean U.S. dollars. Our interests would justify the contribution.

2) The trusteeship proposal of the U.S. should get before the U.N. General Assembly as soon as possible. Of course Russia, denied her hopes of getting "partition troops" into Palestine, will veto and stall for time and stir up her agents. But the U.N. votes are available for a sound decision now that the U.S. has a clear head on the matter. No pressure will be needed.

3) Pressure should be brought a) on the Zionists to abandon the idea of a sovereign Zionist state in any part of Palestine and b) on the Arabs to abandon the idea of such a state in Palestine as could in any way oppress the Jewish population. A sound, workable compromise must be effected under the eyes of a benevolent trusteeship. And it is possible. If Canada can exist on a 65% English, 35% French basis, why not Palestine with a like ratio of Arabs to Jews? Many elements can help to bring the compromise about—moderate Arabs in Palestine and in the League of Arab States, moderate Zionists and non-Zionist friends of Palestine like the American Council for Judaism and the new League for Peace and Justice in the Holy Land, headed by Virginia C. Gildersleeve.

4) Suggestions made by technical men for a

Jordan Valley Authority to improve the economic situation of Palestine and all the Middle East should be updated and acted on. Together with the elimination of the danger of one people "majorizing" another, such an economic development might fairly soon open the doors to considerable Jewish immigration. Economic absorptive power rather than a nationalist-political yardstick should be determining.

5) Our own Congress, having in view the new world crisis which is likely to strain the U.S. economy, should immediately adopt the Stratton Bill (rather than the inferior bill now up in the Senate). This would admit in the next four years 400,000 European DPs, 80% of whom are Catholics and Protestants. They, like their Jewish fellow sufferers, must get to the New World if they are to live decently. And they are democratic, productive people whom the New World needs. Here our moral obligation is also our opportunity. Once we adopt such a bill other countries will follow—Brazil, Chile, Uruguay, Mexico, Australia, Canada, New Zealand—and the back of the DP problem will be broken. Any Jewish DPs left over can go to Palestine, as some—by no means all—would prefer.

6) The next thing is to take the question out of U.S. local politics. Like China, Palestine is a wandering chick which ought to get under the wing of the brood hen of our bipartisan foreign policy. There is not a single political party in the U.S. which does not share responsibility for the way our Palestine policy went awry. If the damage is to be undone, it is in the first place up to the organizers of the general bipartisan policy, Senators Vandenberg and Connally. They can teach their Republican and Democratic colleagues not to concentrate on recriminations but to move forward together as they did on the U.N. charter question, on aid to Greece and Turkey and on ERP—only faster. Left to themselves the able Middle East experts of the State Department and Secretary Marshall can work out the details of policy with an eye to the real situation in Palestine and our total national obligations and interests.

By Next Easter?

If all this be done, perhaps next Easter will see peace in Palestine and the first inspiring shoots of prosperity and progress, now so long impeded. Is there a more fitting thought for this season? Now is the time of Bairam, high holy day of the Moslem world. The Last Supper was none other than the Hebrew feast of Passover. It commemorated the escape from Egyptian slavery, which Jews still celebrate. The Jews of the Holy Land, perhaps the world's unhappiest people today, will never have a president, a navy, a jail, a gallows or any other aspect of a state quite all "their own." They can, however, hope soon to celebrate Passover doubly in freedom and in a flourishing culture such as the wiser Zionist founders envisioned. To all in the land that is holy to Christians let us say in the words of Arabic-speaking Semites, "Salaam Aleikum," and, in the words of Hebrew-speaking Semites, "Shalom Aleichem." Both mean the same: "Peace be with you." It is the message of the day.



Music Comes to Life — here's magnificent performance at a moderate price with the *"Golden Throat!"*

FINEST TONE SYSTEM IN RCA VICTOR HISTORY

RCA Victor's exclusive 3-Way Acoustical System made radio history in thrilling, public tests of tonal fidelity. Even trained musical ears could not tell the performance of the "Golden Throat" from that of a living musician.

When you're in New York, see the radio and electronic wonders at the RCA EXHIBITION HALL. Open free to all. 36 West 49th Street, across from Radio City.

ONLY RCA VICTOR MAKES THE VICTROLA
"Victrola"—T. M. Reg. U. S. Pat. Off.

You may not know a kilocycle from a condenser but when you hear this new Victrola radio-phonograph you'll bow from the waist to RCA Victor engineers! Backed by almost a half-century of music and electronic "know-how," they found a way to give you musical reproduction so perfect that trained musicians couldn't tell it from life itself! It's called the "Golden Throat"—the finest tone system in all RCA Victor history.

And to go with it you get flawless standard and international radio reception plus a fine, automatic record changer which plays twelve 10-inch or ten 12-inch records. You get the RCA Victor "Silent Sapphire" pickup—no needles to change. Just listen as it plays the new RCA Victor album of Handel's "Messiah"—the only uncut version ever recorded.

If this isn't enough just look at the cabinet. It's "at home" for years and years in any surroundings!

Why not see your RCA Victor Dealer today?



Victrola 77V2 plays on AC. Choice of hand-rubbed walnut or mahogany finish for the handsome cabinet.



RCA VICTOR

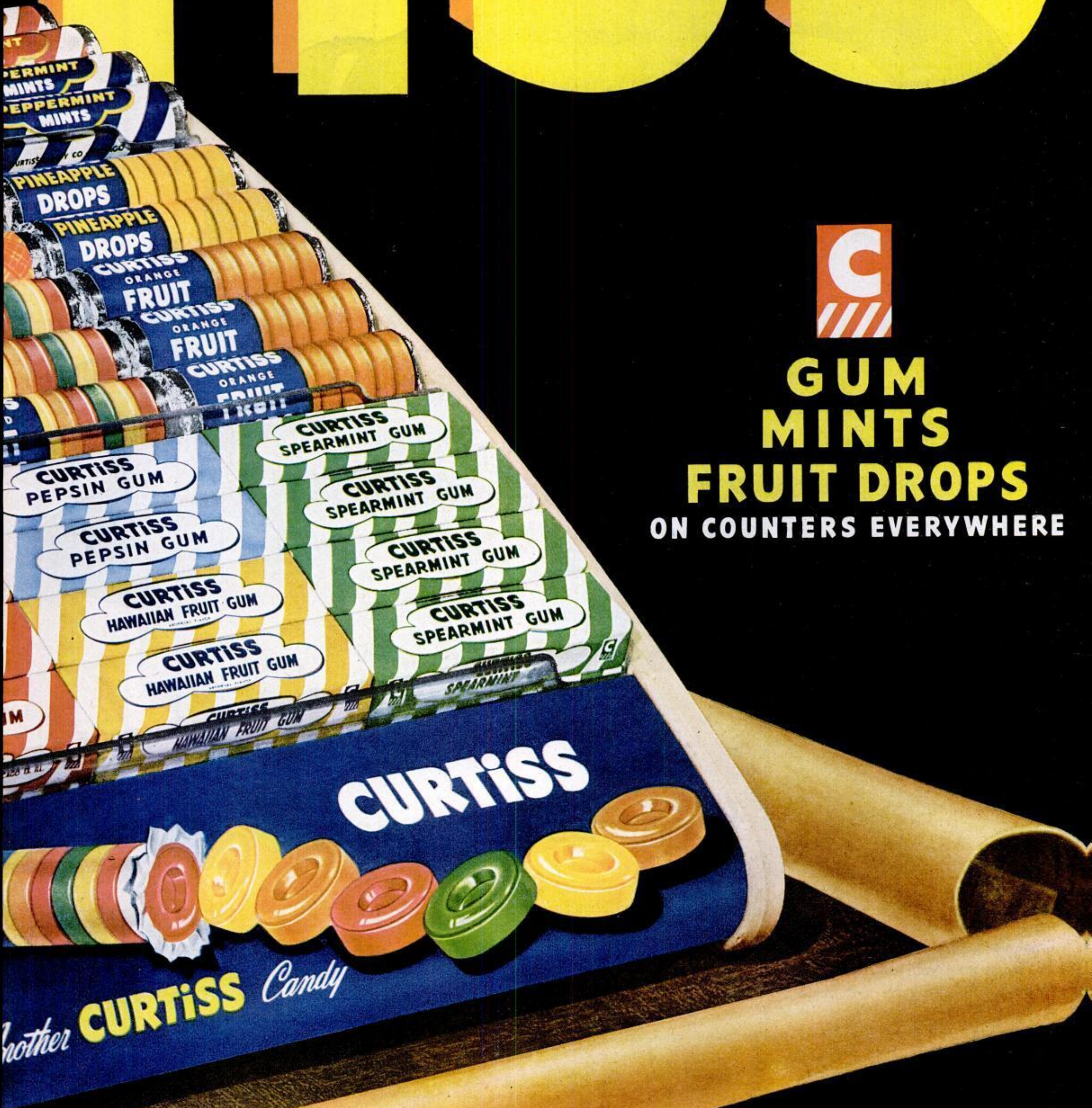
DIVISION OF RADIO CORPORATION OF AMERICA

CUR



BY THE
Makers of
Baby Ruth
and
Butterfinger
Candy Bars

TiSSS



**GUM
MINTS
FRUIT DROPS**
ON COUNTERS EVERYWHERE



If a change is indicated...

If you're not *sure* you have found the whiskey that *perfectly* suits your taste, we would like to make a suggestion.

We suggest you try Hunter. For Hunter has won its following by a delicate *difference* in

flavor. That difference may be exactly what you, yourself, will like best of all.

Yes, by all means *try* Hunter! For thousands of men who have tried Hunter once, have liked it instantly...and today prefer it to all others.

HUNTER

SINCE 1860

First over the Bars

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY. BLENDED WHISKEY, 92 PROOF. 60% GRAIN NEUTRAL SPIRITS.

PEOPLE



AMERICAN STATESMAN Cordell Hull, 76 and weak from a cerebral ailment, made a rare appearance March 16 as he left his Bethesda hospital room to see himself in the documentary, *The Roosevelt Story*.



VATICAN PRIEST Cippico, unfrocked for misusing Church funds, later jailed for stealing jewels, became an Italian election issue. The Communists plastered the walls of Rome with posters of the jailed cleric.



INDIAN PRIME MINISTER Jawaharlal Nehru, wearing a rose and a cap and gown, clutches the honorary degree of Doctor of Letters he received from Delhi University March 7. Nehru, whose title of Pandit means Wise Man, also has a master's degree from Cambridge and is a Barrister-at-Law of England's famed Inner Temple.

Buy FLINT KNIVES

BECAUSE
made from

Certified
SURGICAL
Quality
STEEL



2 HI-ARC HOLLOW GROUND



ELECTRIC FORGED-TREATED 3



4 CORRECT BALANCE



6 ROSEWOOD HANDLES

POLISHED CHROME FINISH 7



FOR SHARPNESS AND TOUGHNESS
GET FLINT  KNIVES

(See Special Introductory Offer Below)

Dull knives make kitchen tasks hard; make men mad; spoil looks of food.

Get steel that *is* sharp. Get steel that *stays* sharp.

That's what you get in Flint Knives. Because this steel is certified surgical quality steel.

The steel is a genuine chrome-carbon-vanadium alloy so hard and tough it is used to *cut* steel.

Then hollow-ground

like a barber's razor to cut better and sharpen easier.

And polished bright as a mirror, to keep looking new.

For sharpness and toughness—be sure to buy a Flint Knife.

Thanks to mass precision production, Flint Knives are priced right.

Get Flint Knives at any hardware or department store. You'll really be glad you did!



7 Styles

A Knife For Every Purpose
Buy By the Piece or
Matched Set



FLINT  KNIVES

PRECISION MADE BY EKCO 



PEOPLE CONTINUED



CANADIAN HEROINE and Olympic women's skating champion, Barbara Ann Scott stunned her countrymen with dazzling poppy-and-umbrella hat (above), stunned them again at an exhibition six days later with her first public tumble.



FRENCH PHYSICIST Irène Joliot-Curie, daughter of Pierre and Marie Curie, arrived in New York March 18 to speak for a Communist-front organization. Detained one night by immigration officials, she said the U.S. had its own iron curtain.

CONTINUED ON PAGE 48

Are you a DANGER-MOTHER?

This mother is! And the National Safety Council points out 30 other ways you may be. We who make nicer, safer things for babies will gladly send you the Council's helpful leaflet FREE

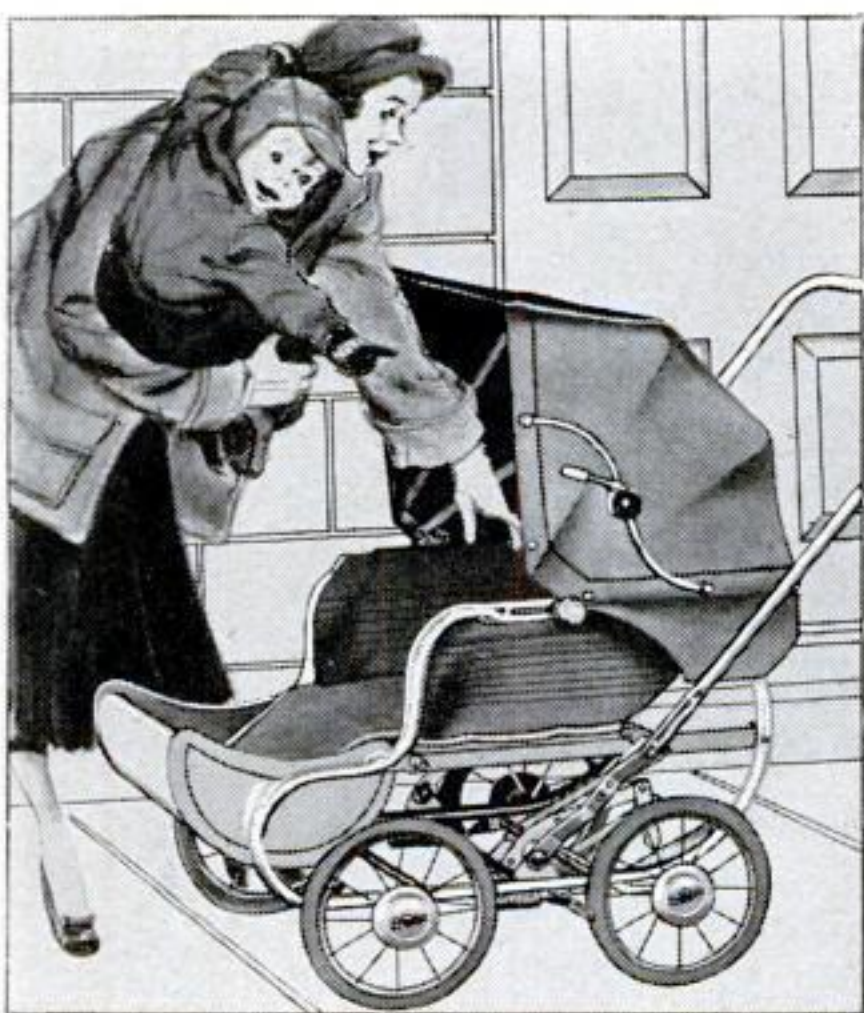
It's so easy unknowingly to be a Danger-Mother. For instance, just taking the sweet, little sleepy-head *into your bed!* You, too, may fall asleep. Many babies are smothered that way, warns the National Safety Council which serves us all as a great clearing house of safety information. That's why the Council says: "Make sure of Baby's health and safety by sleeping him in his own bed, out of drafts."

We of Storkline are happy to give national circulation to the Council's advice because for more than 30 years we have been mak-

ing better things for mothers and babies . . . nicer, safer, more convenient things like the handsome crib, carriage and stroller described below. In all the world we are the largest manufacturers of infant and juvenile furniture and baby carriages.

Be sure to see the Storkline things at local department, furniture and juvenile stores. You'll find it true as thousands of parents have discovered: "*Storkline thinks of everything.*"

STORKLINE FURNITURE CORPORATION
Chicago - New York

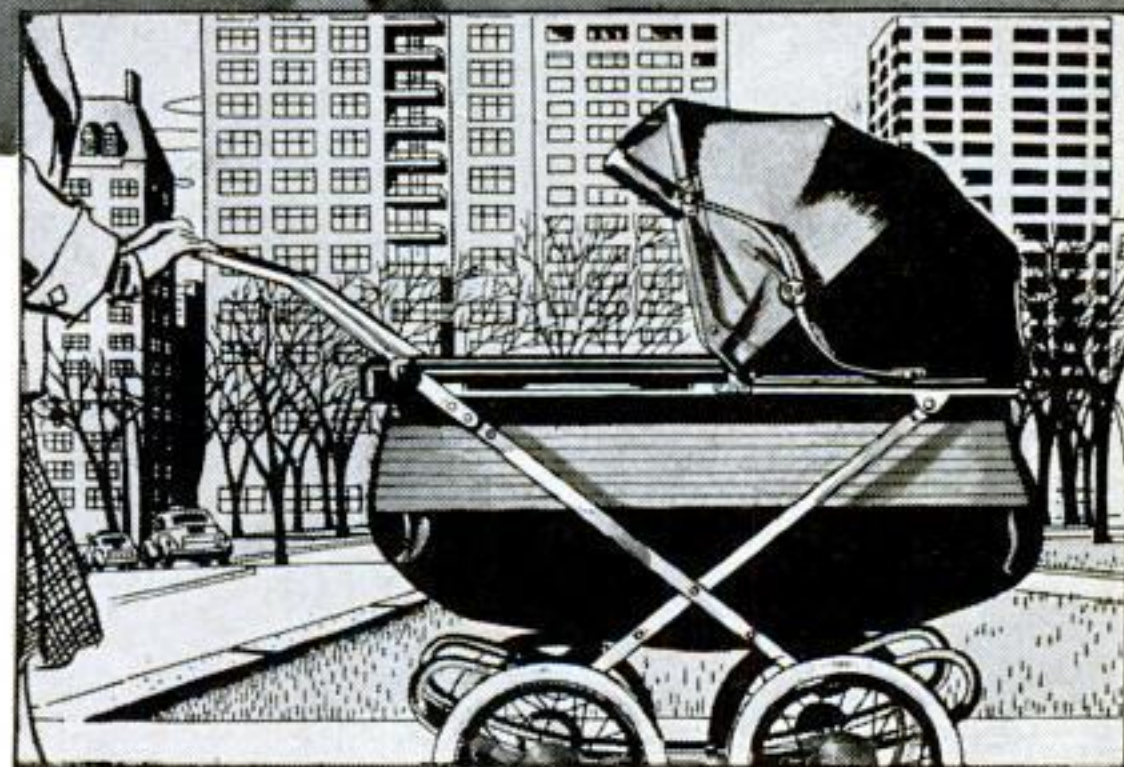
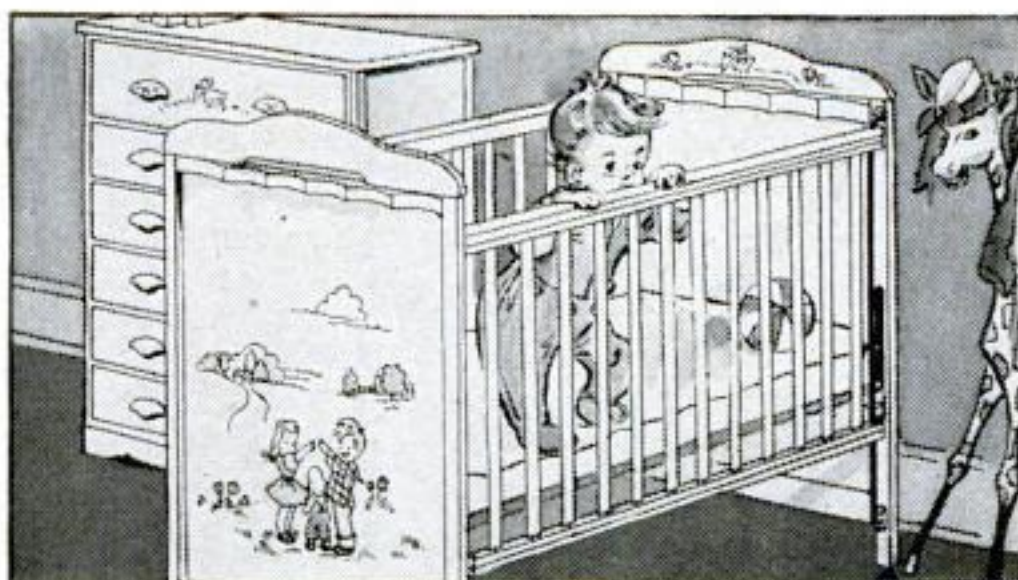


IN NO OTHER STROLLER (except another Storkline model) can you get so much for your money. 1948 styling—and colors: Royal Blue; Turquoise; Gray. New beauty to make you proud. A reversible pusher. An all-tubular frame with bright enamel finish fused to the metal as fine-car finishes are now applied. A firm-gripping brake and a non-tip device. Such smooth, easy running with "dual" knee action. See Storkline's Parkcruiser!



CHIP-PROOF PLASTIC—LET HIM GNAW!

Because teething tikes like to chew on the top rails of cribs, Storkline covers these surfaces with sanitary, chip-proof plastic—the whole 101 inches! Draft-free ends help spare sleeping cherubs many a "cold". Side slats are placed so close together that tiny heads can't get caught. The side locks *stay locked* . . . the sides lock and lower at the touch of your toe.



SO COMFY—AND SO SAFE! Padded and quilted inside, this Storkline Aristocoach rides like a dream on its Duchess tubular gears and ball-bearing wheels. Folds and unfolds like a fan for small-space storage; but it won't ever fold until you release its safety lever-lock. A tap of your toe sets both the brake and a device that prevents tipping. We thought of *you* when we designed the pusher that adjusts to your height . . . and put on a plastic handle that feels warmer in winter and cooler in summer.

Free—To get the National Safety Council's excellent leaflet of safety rules for Mothers, address Storkline, Dept. D-1, Box 7570, Chicago 80, Illinois.



Storkline

THINKS OF EVERYTHING

PEOPLE CONTINUED

THOREZ' SON MAKES COUP

In Paris on March 7 a Communist parade of 100,000 protesting housewives evoked the excited interest of Jeannette Thorez (*top, left*), the wife of French Communist boss Maurice Thorez, but left 5-year-old son Paul Thorez (*top, right*) cold. Bored with the demonstration but always prepared for militant action, he turned to a pig-tailed little girl, whom he playfully moved in on (*center*) and quickly subdued (*bottom*).



Did you hear something in the ATTIC?

WHEN IT'S WAY PAST MIDNIGHT, and you're *still* unable to get to sleep—it's hard to make your nerves behave.

Any unexplained sound can set fire to your imagination.

"What ails me?" you ask yourself.

"Why am I so jumpy and on edge—and what kept me from getting to sleep in the first place?"

Perhaps it was the coffee you drank. Maybe you're one of those coffee lovers who are made nervous and sleepless by caffeine.

Does this mean, then, that you must give up coffee? Not at all!

Just drink Sanka Coffee!

Sanka Coffee is 97% caffeine-free! It can't possibly make you jittery or prevent you from getting to sleep!

And Sanka Coffee is so fragrant, so rich and full-bodied, you'll drink cup after cup! For Sanka is all coffee, real coffee, grand, flavorful coffee...

So start enjoying Sanka Coffee tonight!

TUNE IN! The Hilarious NEW Sanka Coffee Show—starring funster Danny Thomas! CBS, Fridays, 8:30 P.M., E.S.T.

SANKA COFFEE

97% CAFFEIN-FREE



YOU CAN
DRINK IT
AND SLEEP!



Drip or Regular • New Instant
Products of General Foods



Have Your Own "Quiet" Zone



NO MORE OF THOSE I-HEARD-THAT-CLOCK-ALL-NIGHT JITTERS. Electric Little Tel is silent, invites sound sleep. You feel rested when you waken.



YOU'LL MAKE THE TRAIN, and be on the dot for your appointments, if you time yourself by Little Tel. Being electric, it can't run fast or slow.

Little Tel is a big value . . . because it's a Telechron electric alarm clock. When the alarm goes off in the morning, it keeps right on sounding until you wake up and stop it. What's more, Little Tel never needs winding, or oiling, or regulating. You can look to it for years of right-to-the-minute time because it has the self-same precision motor that has long been making Telechrons the most dependable electric clocks in the world. Actual size shown, in ivory colored plastic case. Telechron Inc., Ashland, Massachusetts.

TELALARM JR. — slightly larger, with control-a-tone alarm that you can regulate low or loud — luminous hands and hour markings.

TELALARM — same design, in a larger size — luminous hands and numerals, bell alarm.

Prices on Telechron clocks, including alarms, start at

\$4.50
Plus
Tax

Telechron

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ELECTRIC CLOCKS

Telechron . . . the first and favorite electric clock . . . brings you right time for every room. Choose from smart styles in alarms, occasional, kitchen clocks, and awakening devices . . . at your Telechron dealer's.

Car makers say, "No tire ever

NEW SUPER-CUSHION RUNS ON ONLY 24 POUNDS OF AIR; GIVES AMAZINGLY SOFTER RIDE, BETTER CAR HANDLING; CUTS WEAR AND TEAR ON YOUR CAR

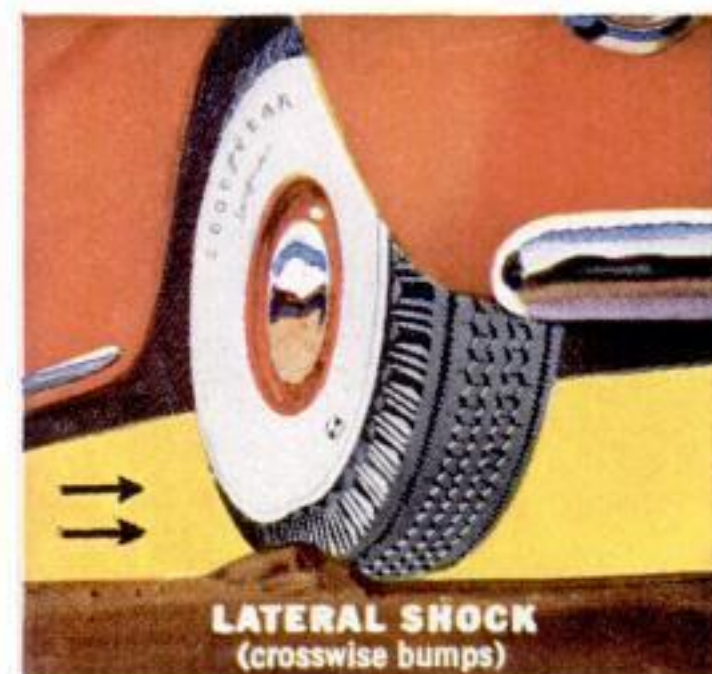
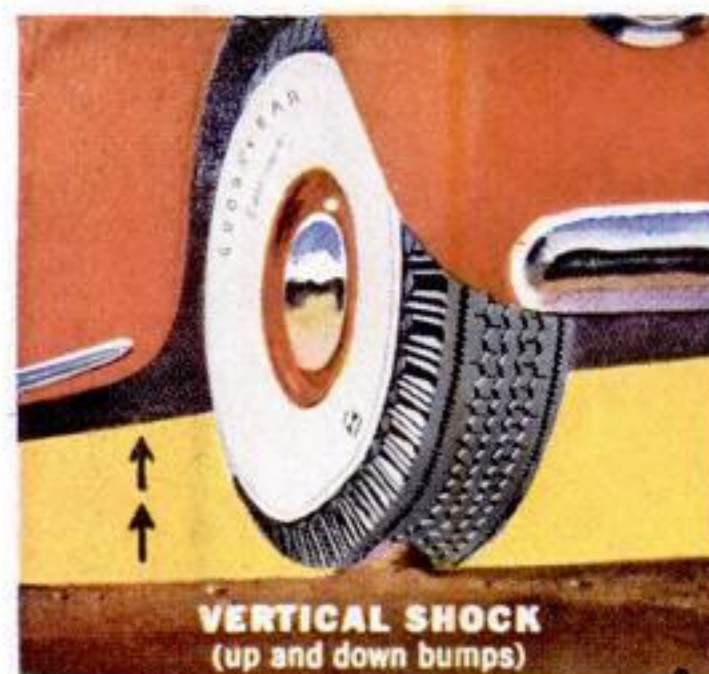


AMERICA's leading car makers couldn't believe that any tire could possibly do what Goodyear's great new Super-Cushion does—till they tested it themselves. Then they said:

"This tire makes an amazing improvement in the performance and operation of the modern motor car. It's the biggest tire advance in 15 years!"

So car makers quickly ordered this remarkable new *kind* of tire for their new cars. In fact, this year you'll find these Super-Cushions made by Goodyear as standard equipment on a large share of America's best-known automobiles.

And Super-Cushions will do wonders for *your* car, too—whether it's used or brand-new. Here's why this new *kind* of tire is so vastly superior to conventional tires—why it'll give you an unbelievably softer ride, better car handling, greater mileage and safety . . .



2. Actually absorbs lateral shock—reduces rattles, cuts car repairs! Your car gets two kinds of road shock—vertical, and lateral (crosswise). Conventional tires and springs absorb vertical shock. *But till Goodyear designed the Super-Cushion, lateral shock was one of the few problems that had never been licked in the modern motor car.*

Pillowry Super-Cushions *soak up* these crosswise jolts, *soak up* vibration. This means, of course, that you get a luxuriously comfortable ride, and far less driving fatigue.

But it also means less wear and tear on every part of your car. It means fewer rattles, fewer repair bills—longer car life!

CONVENTIONAL TIRE



SUPER-CUSHION



1. A softer ride — and a great new ease and safety in car handling! The Super-Cushion is both bigger and *softer* than conventional tires. It holds *more* air and it runs on *only 24 pounds* of air pressure—instead of the usual 28 to 32.

You get a noticeably smoother, *softer* ride—on all kinds of roads. And until you drive a car equipped with Super-Cushions, you can't begin to realize what ease and security they bring to car handling!

Your car seems to *hug* the road, to *float* through traffic, to *flow* around turns. There's less side-sway, less jar and pull on the steering wheel. You get a new feeling of stability, of *steadier* control.



3. Super-Cushions give greater mileage — extra blowout resistance! Super-Cushions run cooler, build up less pressure. (Heat is a tire's worst enemy.) And because they're softer, they "roll with the punch," are harder to cut or bruise; have added blowout resistance.

Thus Super-Cushions consistently average more mileage than the finest standard tires!

And here are two other Super-Cushion advantages: On a small car, they give you the riding comfort and feeling of stability you get in a big car. Because they're bigger, they vastly improve the appearance of your car!

The new Super-Cushion

did what this one does!"



For the smoothest, safest ride you've ever had, more mileage and greater car economy, switch to Super-Cushions—whether your car is used or new. They'll make a big difference

in its road performance. So see your Goodyear dealer now. If he doesn't have Super-Cushions in your size at the moment, he'll be getting them in soon.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND



m by **GOODYEAR**

Super-Cushion T. M.—The Goodyear Tire & Rubber Company

From California

comes this wonderful cooking sauce

*Into big, shiny kettles in Hunt's canning kitchens
go the prettiest tomatoes that ever blushed red
in the California sunshine...*

Then we toss in a combination of delicious seasonings and spices. Slowly, slowly they simmer—drinking up every last bit of flavor. Then they're strained velvety smooth and —

That's Hunt's Tomato Sauce. Rich and thick. With a flavor that fairly sings for joy. YET —

It costs you only a few cents a can!

Hunt's Tomato Sauce comes ready to use. Simply cook it into your stews, soups, spaghetti, vegetables, rice. Into egg dishes, fish, gravies, leftovers.

Why, Hunt's makes even your low-cost, everyday dishes brim over with wonderful flavor. Try it. Your grocer has it for a few cents a can.



Hamburger Quickies

1 lb. chopped meat
1 can Hunt's Tomato Sauce

Season meat, form into hamburgers and brown on one side in hot fat. Turn them and pour Hunt's Tomato Sauce over all. Cook 8 to 10 minutes more, basting occasionally. Serve on hot toasted rolls... and watch the family gobble them up! Serves 4.

Hunt-for the best

Hunt Foods, Inc., Los Angeles, California





GRAIN MEASURE USED TO FEED HORSES IS COMBINED WITH BROWN SAILCLOTH AND BRASS BINDING TO MAKE A NEW SPRING HANDBAG

BASKET BAGS

Food containers set new style

Already being sold on Fifth Avenue and destined for distribution to the nation's swankiest stores is a strange assortment of grain measures (above), wine, egg and breadbaskets, letter containers and delicatessen cheese boxes. These prosaic items have been converted into handbags. Prettied up with bits of colored canvas and corduroy and decorated with leather thongs and met-

al trim, they are being made to sell for from \$10 to \$18. Rough-textured and of natural tones, they will go well with almost any daytime outfit and will blend with the bright-colored spring shoes already making their appearance. Having discovered baskets, manufacturers are now looking forward happily to the fashion potentialities of salad bowls, butter tubs and small oaken buckets.



CONTAINERS for eggs, cheese, wine and fish are the humble objects from which smart handbags are made.

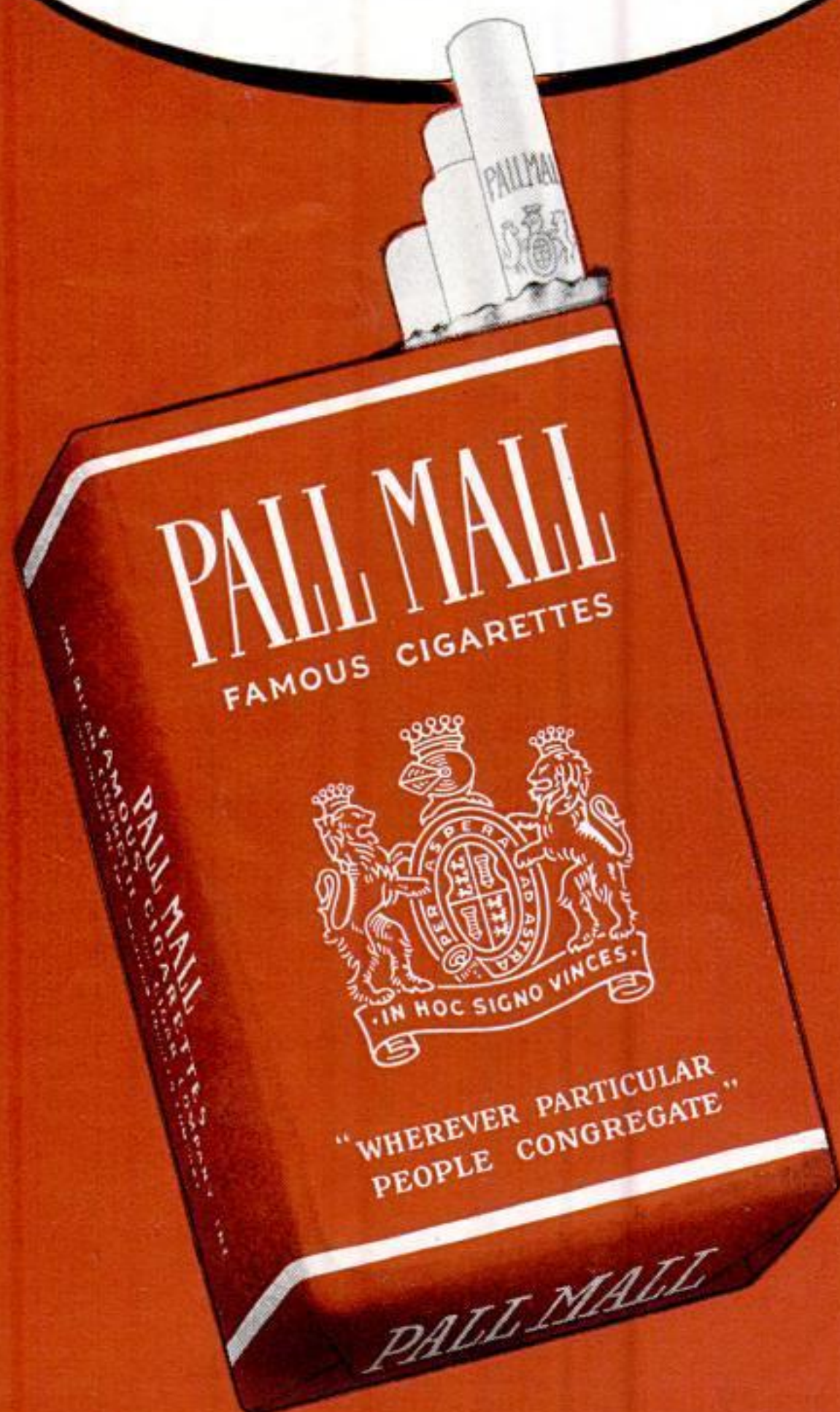
Of America's leading Cigarettes
one is

OUTSTANDING

Have you noticed how many of your friends have changed to PALL MALL? There's a reason.

PALL MALLS are *good* to look at — *good* to feel — *good* to taste — and *good* to smoke! PALL MALL's greater length of traditionally fine tobaccos filters the smoke of this *longer, finer* cigarette ... gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

PALL MALL—the *longer, finer* cigarette in the distinguished red package.



-and they are
mild!

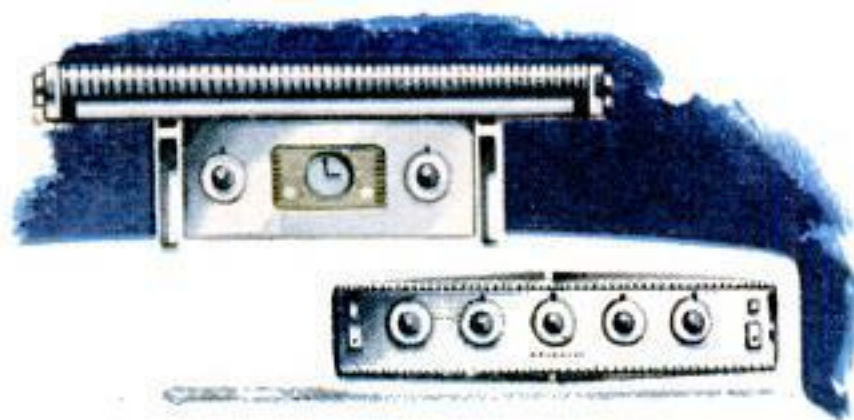
BASKET BAGS CONTINUED



CREAM-CHEESE BOX is sanded and stained for use as handbag. Lined with leather, box has brass hinges and fittings. Leather straps make handle.



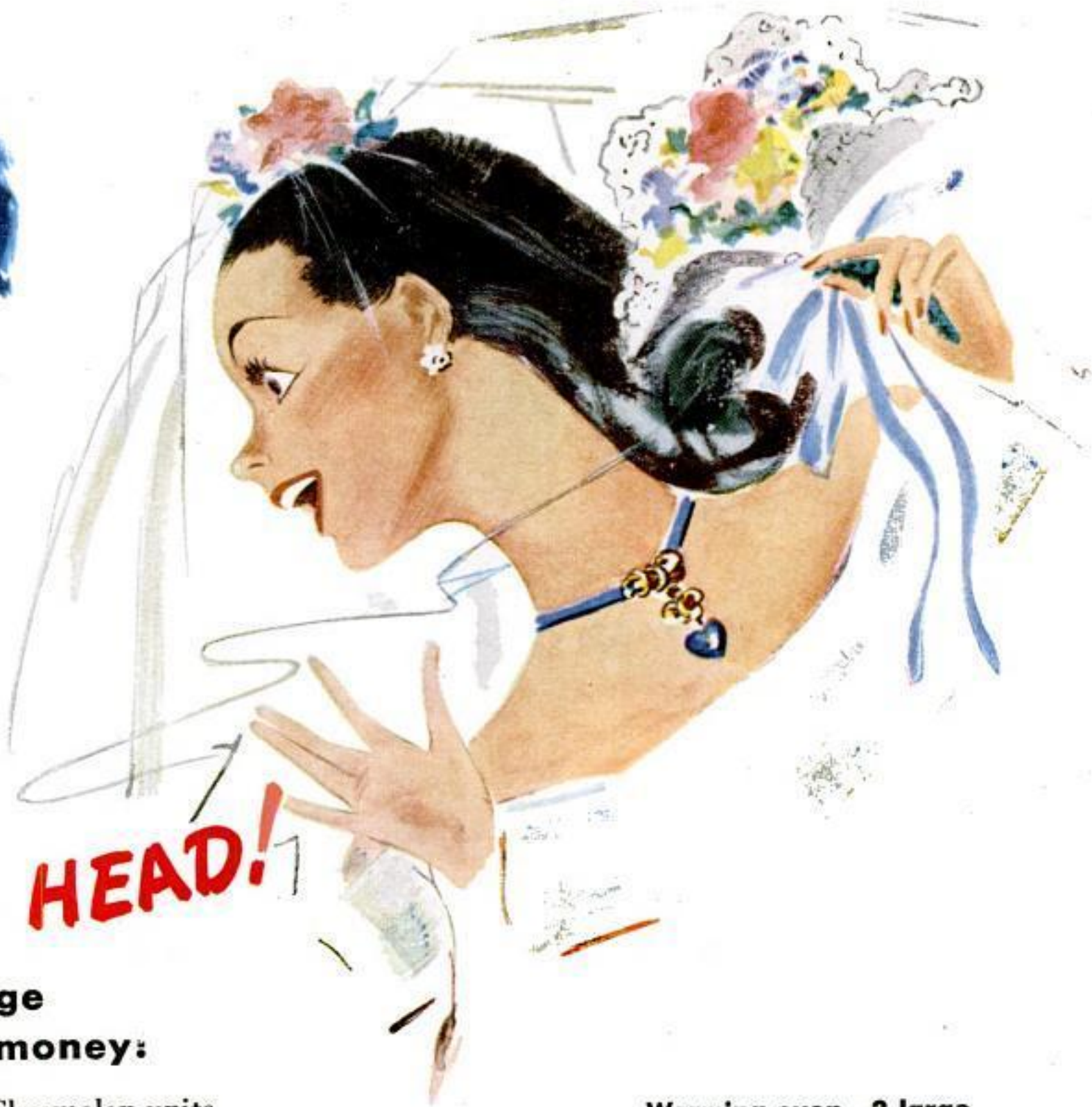
WICKER MAIL BASKET becomes stylish accessory with corduroy top and leather drawstring. Like others, it was made by Clair and Bob Kennedy.



New Automati-Cook control
 Goodbye to work—let the range stay home and do the cooking! Just set the automatic timer. It starts, regulates, turns off cooking while you're gone. Controls oven, well cooker or outlet. Big fluorescent top lamp and timer.

Super-speed units

Fast Chromalox units rush food to a boil. 7 speeds—instead of the usual 5—give you greater heat flexibility for perfect frying or stewing. Use one giant, two regular units and a 7-quart deep well cooker.



HOW TO TURN A BRIDE'S HEAD!

**Here's everything I want in an electric range
 for a lot less money:**

Two loves have I! My new husband—and my new super-speed Kalamazoo! It's so fast, so automatic, I have *hours* more of freedom. No chained-to-a-range days for me—automatic controls do my cooking while we're

away from home. Speedy Chromalox units and the big 17" oven pre-heat extra fast—cut cooking time. It's the biggest range and biggest oven in its price class! Check all these features—then compare prices!

KALAMAZOO STOVE & FURNACE COMPANY, 564 Rochester Ave., Kalamazoo 6, Michigan

Completely new **KALAMAZOO** Electric Range



Warming oven—2 large storage drawers

You'll keep food piping hot in the big waist-high warming drawer—or warm plates and platters there. Two roomy storage drawers keep all your pots and pans handy. All float silently on roller bearings.

Waist-high broiler

No stooping—imagine the comfort and convenience of waist-high broiling! Fast, even heat seals in juices. Porcelain enameled pan and chrome grid. 8 convenient broiling positions.



Giant balanced-heat oven

Holds a 20-pound turkey, a whole oven meal or 4 10" pies! Two big units preheat the 17" oven to 400° in 7 minutes. Automatic precision control bakes and roasts to a golden, even brown. Automatic light.

A few franchise dealerships in good territories are still open. Please wire or write for information.



GAS RANGES



COAL-WOOD RANGES



COMBINATION RANGES

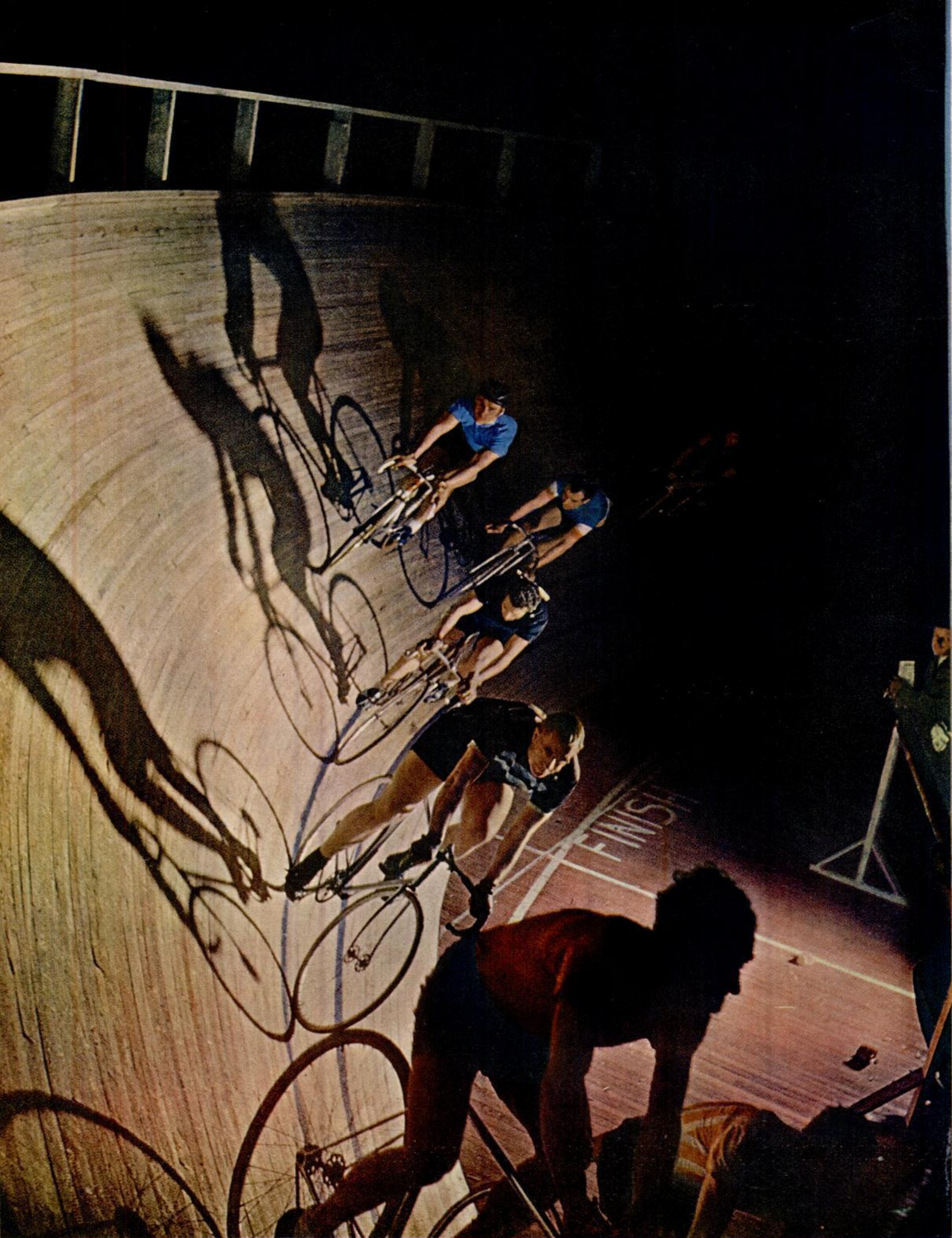


REFRIGERATORS



FURNACES

HOME APPLIANCES BY
KALAMAZOO
 QUALITY LEADERS SINCE 1901



ON A STEEPLY BANKED TURN the riders and their bikes throw ghostly silhouettes onto the track's new pine planking as they grind through a 2-mile sprint, one of

50 held every day. The riders usually alternate the lead until near the finish of a sprint; they theorize that the lead bike has to break the wind for those that follow.



LAST NIGHT OF RACING DRAWS CROWD OF 8,000

SIX-DAY BIKE RACING

A prewar sport makes a comeback in New York

Between Feb. 29 and March 6 a National Guard armory in New York City was the scene of the most pretentious six-day bike race held in this country since before the war. For six consecutive 24-hour periods, for which they got paid from \$100 to \$600 a day, the hard-muscled cyclists pedaled monotonously around a 220-yard board track. One rider from each two-man team was required to keep moving day and night to prevent disqualification. Victory was supposed to go to the team riding the most laps, but since three teams rode the same number it went to the two riders who had won the most sprints. During these sprints (*opposite*) the riders put on a lively show, frequently spilling all over the track (*next page*). But in the early morning hours, before empty stands, they put on no show at all (*below*). The race had more in common with marathon dancing than with sport. Nevertheless it drew 45,000 paid admissions, and the dollar-wise president of Madison Square Garden said, "It's a great show and I wish we had room for it."



READING A LETTER, Bill Anderson pedals with one foot. The riders loaf from 5 a.m., when spectators are barred, until noon, when they come in again.

CONTINUED ON NEXT PAGE

Revolutionary...

a new kind of
Vacuum Cleaner
with

**No Messy
Dust Bag!**

It's the

Lewyt

(rhymes with "do it")



DON'T BE TALKED OUT OF YOUR LEWYT! Not every dealer has them yet. If you wish, write today for free illustrated booklet, and name of dealer nearest you.



Vacuum Cleaner Division, Lewyt Corporation
70 Broadway, Brooklyn 11, New York



EMPTIES LIKE AN ASH TRAY! No soiled hands and smudged clothes. Simply *pour* dirt from Dust Bowl every 4 to 6 weeks.



NO ROAR—IT'S QUIET! Lewyt won't bother baby's nap—or favorite radio shows. Doesn't get on everybody's nerves!



NO MORE LEAKING DUST! Triple Filters stop unsanitary dust from seeping *through* and blowing back into room.



NO SLIP-SHOD CLEANING! Rug Nozzle has adjustable Fuller Brush for lint. Cyclonic Suction grabs imbedded dirt!



DUSTS FURNITURE, TOO! Cleans walls, drapes, upholstery, rugs, bare floors. Waxes floors, demoths, and sprays paint!



NO CLUTTERED CLOSETS! Everything stores neatly in the Lewyt's dust-tight container, just 21" high, 12½" across!



NO EXTRAS TO BUY! Price includes all 7 attachments! Fully guaranteed—backed by 60 years of precision manufacturing!

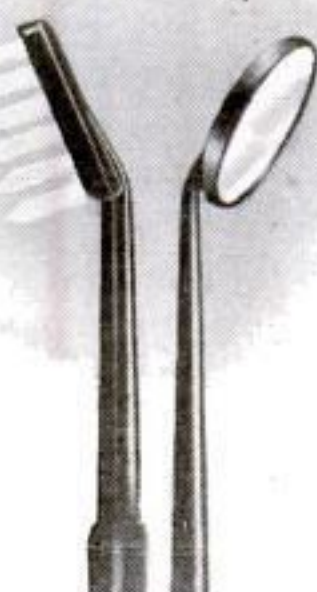
buy
this
modern
brush

...now
available
to you
and your
entire
family

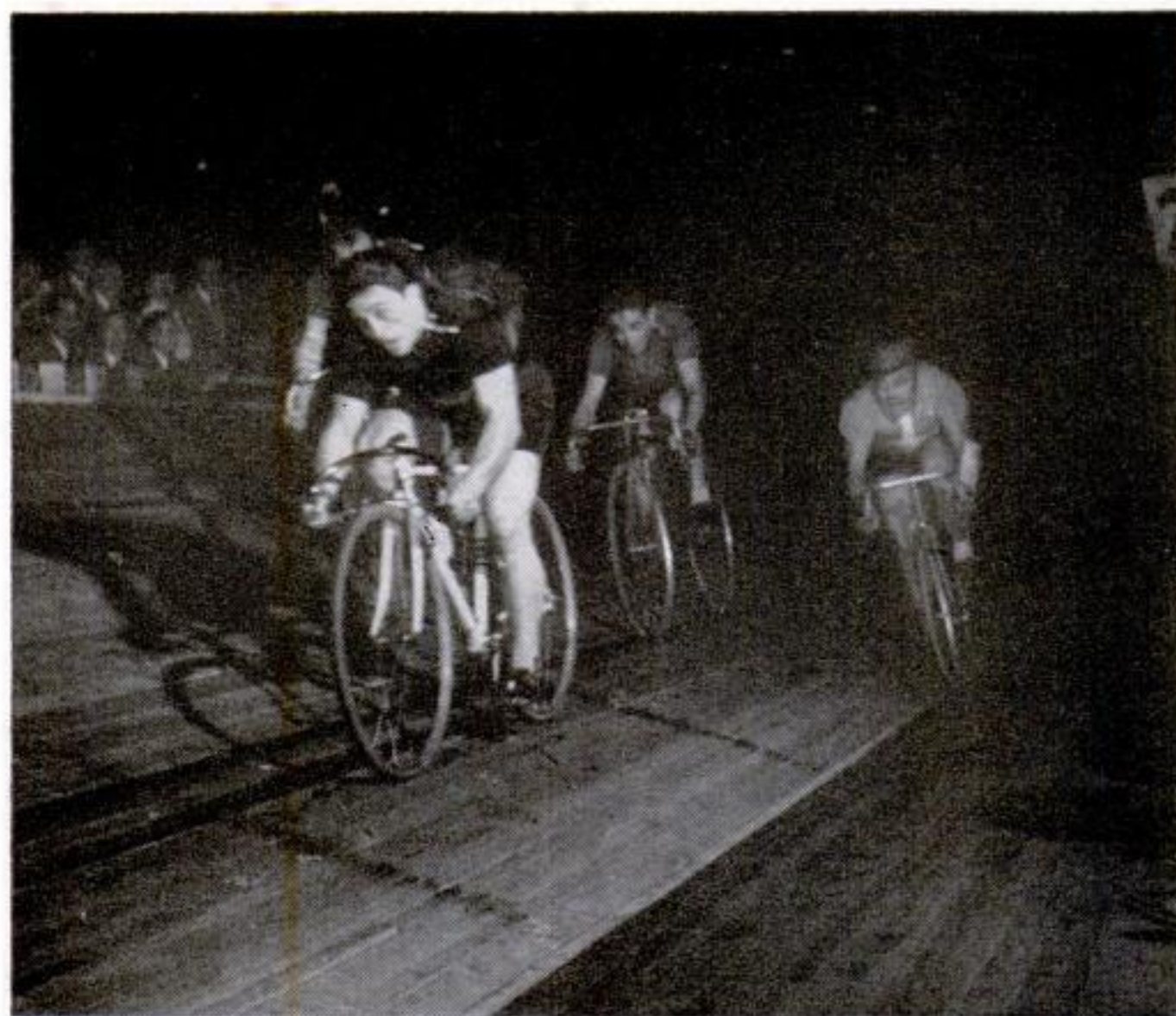
SQUIBB **ANGLE** TOOTHBRUSH

bent like a dentist's mirror
to reach more places

SQUIBB... a name you can trust



Six-Day Bike Racing CONTINUED



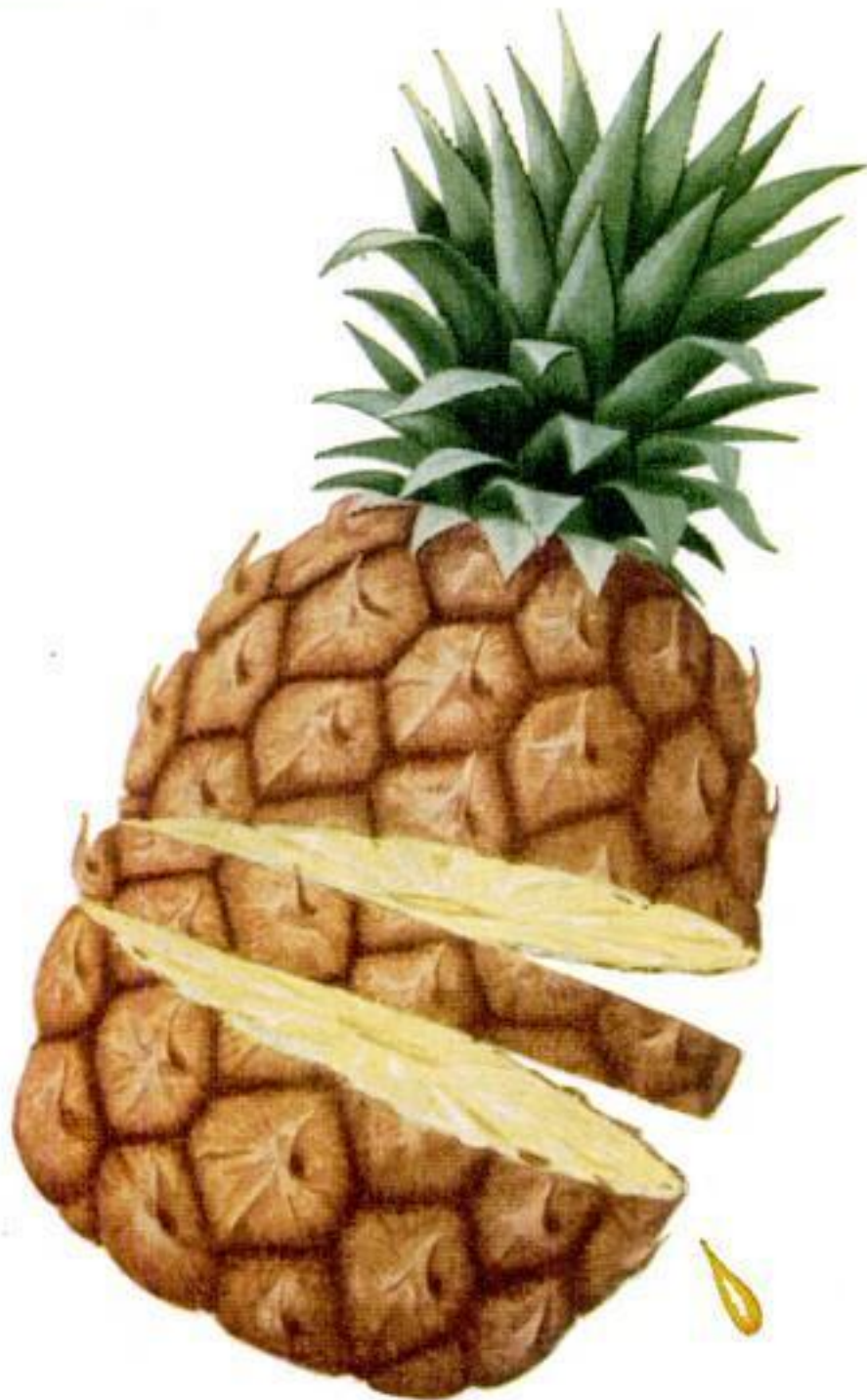
A SPRINT is led by Charley Yaccino. A more exciting phase of bike racing is "jamming," which occurs when a rider spurts away in an attempt to steal a lap, causing the entire field to pedal frantically to keep from losing ground.



A SPILL flattens three riders on first night of the race. If a man is injured too seriously to ride, his partner is allowed four hours to pick up a new teammate. Out of the 14 teams which started the six-day bike race, only six teams finished.



THE WINNERS, Italians Angelo DeBacco and Alvaro Giorgetti, who held off a French-Greek team in final sprint, get congratulations from New York's Council President Vincent Impellitteri (center). They got \$5,000 for victory.



Question: Which one of these fruit flavors
don't you get when you get this



Answer: Yes - we have no bananas !

Only 5¢

WHERE IS IT?

BIG \$50,000

TREASURE HUNT

WHERE IS IT?

BIG CASH PRIZES!

FIRST PRIZE\$25,000
SECOND PRIZE\$10,000
THIRD PRIZE\$5,000

100 Prizes of \$100

WHERE IS IT?
IDENTIFY U. S. CITY WHERE
TREASURE IS HIDDEN

**\$50,000 PLACED IN
MYSTERY CITY**

WHERE IS IT? FIND OUT! THEN FINISH THIS SENTENCE:

"I use Procter & Gamble products for house-
cleaning because"
Finish it in 25 additional words or less.

GET CLUES AT YOUR DEALER'S SPRING HOUSECLEANING SALE!



Your Dealer Can Help You Win in the \$50,000 TREASURE HUNT

Here's How This Treasure Hunt Works

- Go to your dealer. He has clues and entry blanks. Listed on the entry blanks are the Procter & Gamble radio programs where you can hear more clues.
- Listen to these programs as often as possible. The clues you hear will give you key information to help you identify the mystery city where \$50,000 has been placed. The more clues you hear, the easier it will be to identify the city.

LOOK FOR Your Dealer's Spring Housecleaning Sale! In one spot, displayed for your convenience, your dealer will have everything you need to make housecleaning easier.

Cleaning walls and woodwork; washing blankets, slip covers and curtains; freshening up stored away china and linens—these are just a few of the dozens of Spring-cleaning jobs your dealer can help you solve.

JOT DOWN TODAY a list of your

housecleaning needs. Check it with your dealer's Housecleaning Sale display. You'll need lots of those Procter & Gamble products displayed there. So stock up! Be ready for Spring Cleaning!

DON'T MISS your chance! Just by doing your housecleaning with these wonderful products, you'll get ideas for writing your contest sentence. Let your dealer's Spring Housecleaning Sale help you win a big money prize in this \$50,000 Treasure Hunt! Hurry to your dealer today!

HEAR OTHER CLUES DAILY ON PROCTER & GAMBLE RADIO SHOWS

JUST FOLLOW THESE EASY RULES

1. Identify the mystery city (in the U.S.) where the treasure is hidden. To aid in making the correct selection, listen to Procter & Gamble radio programs for clues. Then write down the name of the city and complete the sentence, "I use Procter & Gamble products for housecleaning because in 25 additional words or less."
2. Have your dealer help you with your entry. Get from him an official entry blank or write on one side of a plain sheet of paper, but in either case, be sure to print plainly your name and address and the name and address of the dealer who has helped you. If you win a prize, he will win one, too.
3. Mail to Housecleaning Contest, Cincinnati 1, Ohio. Send in as many entries as you like, but each entry must be accompanied by three box tops or wrappers (or facsimiles) one each from any three Procter & Gamble housecleaning products such as SPIC and SPAN, DUZ, OXYDOL, DREFT, LAVA, IVORY SOAP, TIDE, IVORY FLAKES, IVORY SNOW, CAMAY.
4. Prizes will be: First, \$25,000 cash; second, \$10,000 cash; third, \$5,000 cash; and 100 prizes of \$100 each (\$50,000 in all).
5. The contest will close at midnight, May 2, 1948. All entries must be postmarked before midnight, May 2, and received by May 17, 1948.
6. The sentences of entries correctly identifying the mystery city will then be judged for originality, sincerity, and aptness of thought. The judges' decisions will be final. In the event of ties for any prize offered, the full amount of each prize tied for will be awarded to each tying contestant. No entries will be returned. Entries, contents, and ideas therein become the property of Procter & Gamble.
7. Any resident of the continental United States and Hawaii may compete, except employees of Procter & Gamble, their advertising agencies, and their families. Contest subject to all federal and state regulations.
8. All winners will be notified by mail, grand prize winner will be announced on Ma Perkins and Road of Life. Prize winner lists will be available approximately one month after the close of the contest.

These Procter & Gamble Products
Can Help You Win BIG MONEY!

Copyright 1948.
The Procter & Gamble Company



OXYDOL. The new Oxydol is an amazing soap that washes grayed towels and sheets back to a new whiteness and keeps them sparkling-white for life!



SPIC and SPAN the new cleaner for painted walls, woodwork, linoleum, dozens of such things. Gets everything spotless with No Rinsing! No Wiping!



LAVA... gets grimy, dirty hands clean in 30 to 50 seconds.
CAMAY... to help keep your complexion looking its loveliest.



IVORY FLAKES & IVORY SNOW—for washing curtains and washing blankets so they'll be soft and fluffy when you put them away for summer.



IVORY SOAP Housecleaning time, always, you've got dishes to wash. Pure, mild Ivory, sudsier than ever, gives your hands "That IVORY Look."



DREFT... amazing suds discovery that makes windows shine... dishes and glassware, too. Marvelous for washing rayon draperies and bedspreads.



DUZ the soap that does everything. Rag rugs, awnings, cotton house dresses—roughest and toughest to whitest and brightest—DUZ does 'em all.



MIDGET, THE BLIND TOY POODLE, CURLS UP HIS TONGUE MOURNFULLY AFTER HAVING HAD A HAIRCUT AROUND HIS EYES TO PREPARE FOR HIS FIRST OPERATION

BLIND POODLE

A cataract operation saves a dog from a life of bumps and spills

Three years ago a gray toy poodle named Midget, who has fathered hundreds of his kind and won dozens of ribbons for himself, took a vacation trip with his master. In the unaccustomed California sunlight he suffered a sunstroke and, possibly from the shock, later developed cataracts which blinded both eyes (*above*). Back home in New York, Midget bumped into chairs and table legs, spilled his food pans on the floor and sorrowfully gave up

hunting for the balls which were bounced at him. His master, Alexis Pulaski, decided on surgery to restore Midget's sight. The first operation failed because the nerve centers in Midget's left eye had died underneath the cataract. But an operation on his right eye was successful. Now Midget can see enough to tell light from darkness, to play a little (p. 65) and to get his tail, which drooped dejectedly when he was blind, up and wagging again.

MAGIC MAYONNAISE

To make—just shake!



CREAMY SMOOTH!



It's an
EAGLE BRAND
tested recipe



Eagle Brand is magic in any recipe! Makes pie fillings smoother — ice creams richer — cookies, candies, puddings, frostings more delicious.

And it cuts your cooking time wa-a-ay down! Saves mixing—saves extra ingredients.

For Eagle Brand is creamy-rich whole milk plus sugar *already blended for you*. Every drop gloriously smooth — made to Borden's high standard of quality. It's the *original* Sweetened Condensed Milk!

FREE! Eagle Brand Magic Recipe Book, with dozens of tested favorites. For your copy, send post card with name and address to Borden's, Dept. L-048, P. O. Box 175, New York 8, N. Y.

MAGIC MAYONNAISE

- $\frac{3}{4}$ cup Eagle Brand Sweetened Condensed Milk
- $\frac{1}{4}$ cup vinegar or lemon juice
- $\frac{1}{4}$ cup salad oil or melted butter
- 1 egg yolk
- $\frac{1}{2}$ teaspoon salt
- Dash of cayenne pepper
- 1 teaspoon dry mustard

Place ingredients in jar, cover tightly, and shake vigorously 2 minutes.* If thicker consistency is desired, chill before serving. Makes $1\frac{1}{4}$ cups of smooth mayonnaise.

*Or, place in mixing bowl and beat with rotary egg beater until mixture thickens.



© The Borden Co.

Blind Poodle CONTINUED



BEFORE HIS OPERATION blind Midget always bumped into furniture trying to find way around a room. He is 7 years old, stands only 9 inches high.



TRYING TO CATCH BALL, Midget had to rely on hearing it bounce since he could not see it. But he lost ball when it rolled softly across carpet.

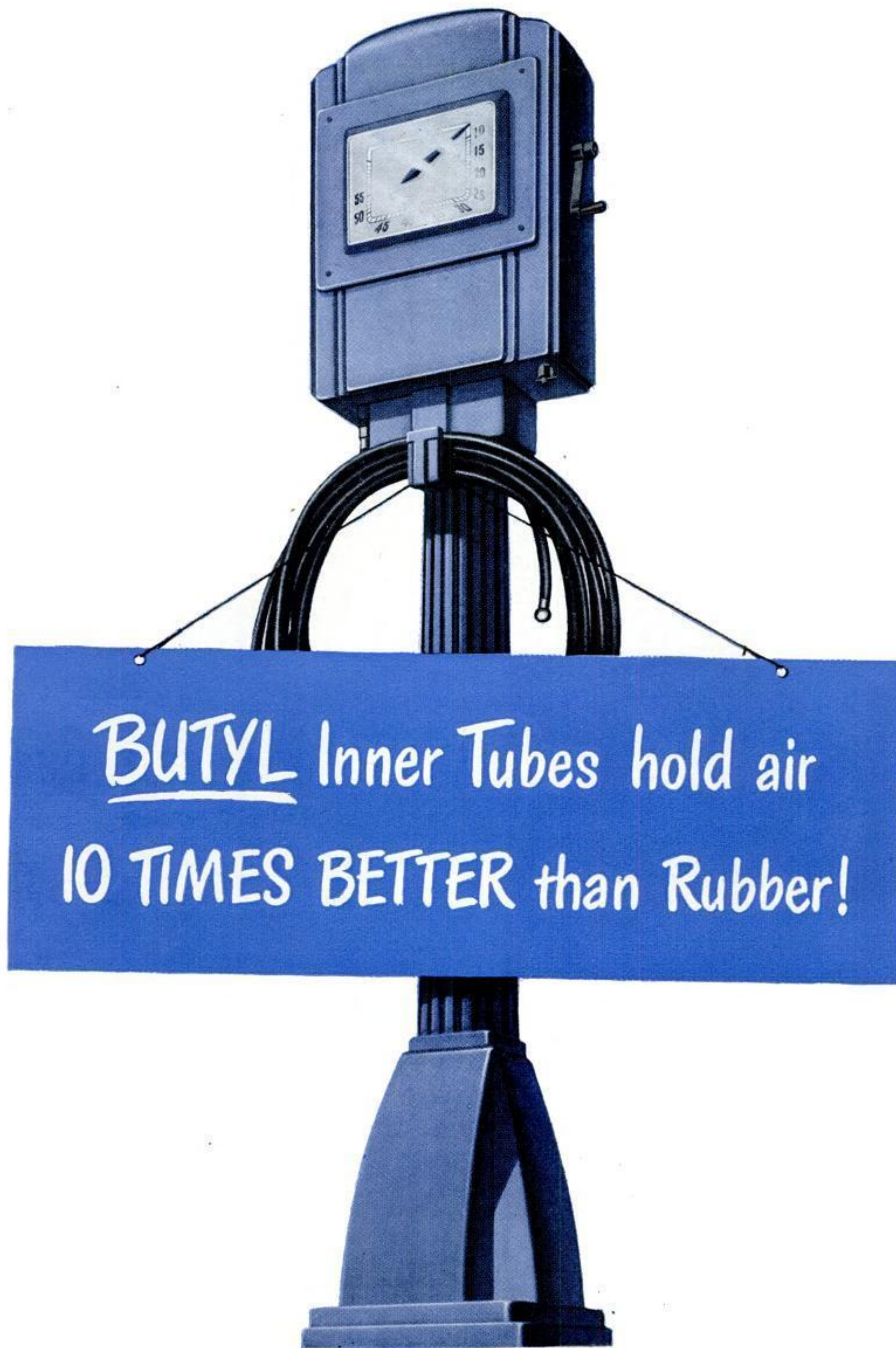


CREEPING DOWNSTAIRS, Midget felt fearfully ahead with his paws to find the edge of each step he took. Sometimes he fell down staircase headlong.



LONELY AND LEFT OUT, Midget (rear) used to sit quietly listening to other poodles, mostly his own puppies, play and fight with each other on the lawn.

CONTINUED ON PAGE 64



BUTYL is the brand name of a special, tough, elastic material which does one job *ten times better than you've ever had it done before!*

That job is to hold air in your tires.

BUTYL tubes *hold air ten times better* than the best rubber tubes you can buy! The armed forces learned this during the war, when they used all the BUTYL made.

With BUTYL tubes your tires will wear longer . . . you'll use less gasoline . . . your car will ride and handle better . . . because tire inflation stays correct *longer*, avoiding the "road drag" of underinflated tire driving.

Today, proud owners of new cars are discovering greater riding comfort and a new freedom

from constant worry about air pressure because most new models come from the factory equipped with BUTYL tubes. When you buy tubes, be sure to ask your dealer for BUTYL *blue line* tubes — easily identified by a *blue line* on the side of every tube. They come in all brands.

• • •

This advertisement is published in the interest of all companies that have had a part in the perfection of Butyl and Butyl inner tubes. The Standard Oil Development Company invented and developed Butyl and has licensed the U. S. Government to manufacture Butyl and will license others who are interested in its manufacture. The Enjay Company, Inc., does not manufacture or sell Butyl or Butyl inner tubes; it acts as technical consultant to manufacturers and to the government.

Better than Rubber
for Inner Tubes



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America Fore
★ INSURANCE GROUP ★

-Sound Protection for YOU

THROUGH FIVE STRONG MEMBER COMPANIES!

OPERATING under the same conservative management, the five great member companies of the America Fore Insurance Group insure leading industries and individuals in America against practically every kind of loss except life.

Sound and strong, these companies consistently have paid all just claims promptly and in full—despite wars, depressions and disasters. To date, losses paid assureds by these companies total nearly one and one-half billion dollars.

When your insurance agent or broker delivers to you a policy bearing one of the accompanying trade-marks, he is providing you with the best in insurance—the *soundest protection available anywhere in the world.*



THESE FIVE COMPANIES COMPOSE THE AMERICA FORE INSURANCE GROUP

THE CONTINENTAL INSURANCE COMPANY Organized in 1852
Assets, \$170,696,143; Liabilities, \$63,015,289. Policyholders' surplus, \$107,680,854.



FIDELITY-PHENIX FIRE INSURANCE COMPANY Organized in 1910
Assets, \$141,143,999; Liabilities, \$52,679,704. Policyholders' surplus, \$88,464,295.



NIAGARA FIRE INSURANCE COMPANY Organized in 1850
Assets, \$44,614,420; Liabilities, \$19,340,254. Policyholders' surplus, \$25,274,166.



AMERICAN EAGLE FIRE INSURANCE COMPANY Organized in 1915
Assets, \$38,904,356; Liabilities, \$17,463,505. Policyholders' surplus, \$21,440,851.



THE FIDELITY AND CASUALTY COMPANY OF NEW YORK
Organized in 1876
Assets, \$97,718,304; Liabilities, \$64,369,692. Policyholders' surplus, \$33,348,612.

STATEMENTS AS OF DECEMBER 31, 1947.

BERNARD M. CULVER, Chairman . . . FRANK A. CHRISTENSEN, President

Blind Poodle CONTINUED



OPERATION to remove cataract was performed in private hospital by two dog surgeons assisted by a nurse. Operations on both eyes cost a total of \$200.



CONVALESCING after the operation on his left eye, Midget wore shield to keep him from pawing sewed-up eye. He had to spend six weeks in hospital.

CONTINUED ON PAGE 65

Who is she?

this lovely woman whose skin glows with young beauty? It can be you...if you've discovered the DUBARRY SUCCESS-O-PLAN for your skin-type. A luxurious beauty ritual...so effortless, it takes only minutes to perform every morning and night.

Your ritual begins with DUBARRY CLEANSING CREAM that softens as it seeks out imperceptible dirt and grime. After your skin is flawlessly clean, the SKIN FRESHENER braces it...tingles it alive. In the A.M., delicate, day-long FOUNDATION LOTION shields your skin from the elements; in the P.M., a super-rich cream softens and works wonders while you sleep. Make the DUBARRY beauty ritual a daily habit and yours will be the kind of beauty that makes men whisper, "Who Is She?"

"Who Is She?" She's Lisa Prokoff, whose lovely face appears in top fashion magazines. She keeps her beauty fresh by faithfully following the Success-O-Plan at home and at the Richard Hudnut Salon on Fifth Avenue. So can you, wherever you live! Ask at your favorite cosmetic counter for the DuBarry Success-O-Plan and DuBarry Preparations right for your skin.



DuBarry

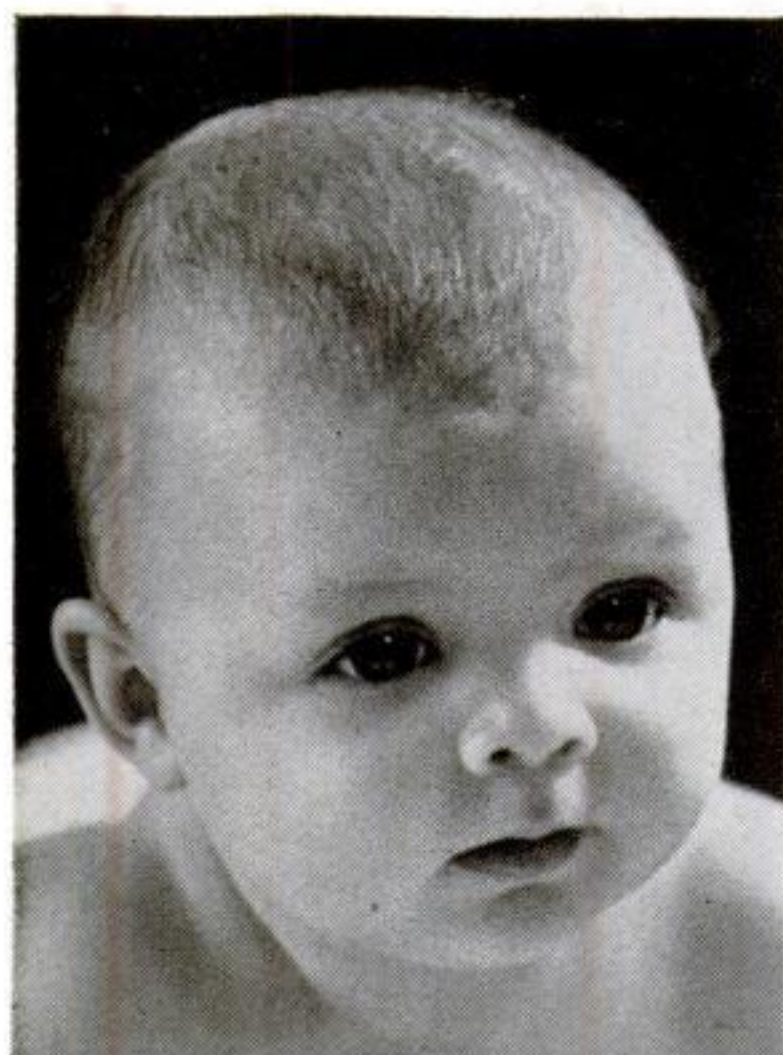
BEAUTY PREPARATIONS BY

Richard Hudnut

New York • Paris

The Thirteen Years of Diana Dann

Another Clapp-fed baby—and how she grew . . .
and grew . . . and GREW!



BACK IN 1935 . . . a special Clapp's baby food test was started in Westfield, N. J. Diana Dann, picked for this test, was raised *entirely* on Clapp's Baby Foods and Cereals. She's four months old here, and just as chubby as can be!



6 MONTHS LATER . . . at ten months of age, Diana had already stood alone, taken a few steps. Growing nicely, eating nicely, too. No mealtime tantrums for her—thanks to her delicious, all-Clapp's diet of strained fruits, soups, vegetables.



CUTE AS A KITTEN! At three and a half years of age, Diana had really blossomed out. 43½ inches tall, 40 pounds in weight, she swam, rode pony-back with ease! She was a regular Clapp-fed girl. Bouncing. Robust. Healthy. You can easily see how beautifully she thrived on her Clapp's Junior Foods!



A LOVELY JUNIOR MISS TODAY! Now, Diana's a ballet dancer, honor student, skater. She sews her own clothes, helps out neighbors by "baby sitting." Diana's mother is thankful she gave her daughter such a fine start—with Clapp's Baby Foods. For she knows from having seen Diana grow—that a *Clapp-fed* baby is a *well-fed* baby!

Clapp's Baby Foods

—THE FIRST BABY FOODS

PRODUCTS OF AMERICAN HOME FOODS

Blind Poodle CONTINUED



NO LONGER BLIND after the second operation, Midget can see enough to walk ahead of leash instead of lagging behind as he did when he was blind.



PLAYING BALL, Midget follows a toss with his good right eye. Doctors believe that Midget can see ball only because it is colored a very light shade.



A PERKY POODLE, Midget looks happily out at the world with his one good eye. His stud fee is set at \$150, bringing in average yearly earnings of \$2,000.

forecast for spring:

Coro Originals[®]

the season's loveliest jewelry



HARLEQUIN, Coro's "pin into clips" Duette, about \$6.



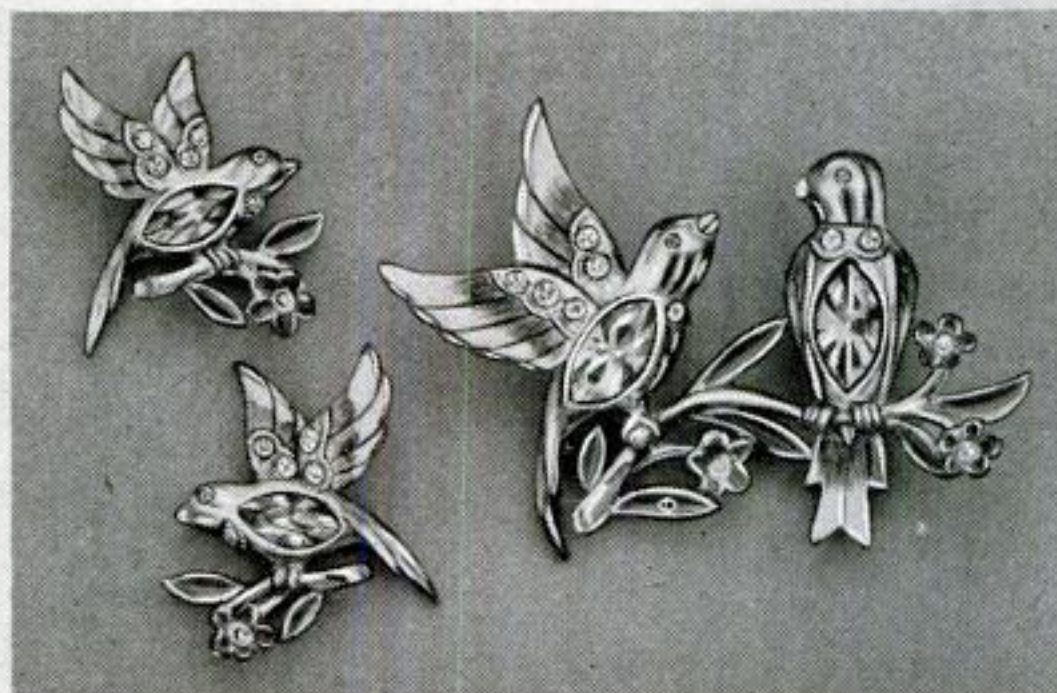
SPRING FLOWERS, pin about \$5.50
matching earrings about \$5.50



The OWLET, pin about \$2., earrings about \$2.



The VICTOR, pin about \$2., earrings about \$2.



BILL and COO, pin about \$2., earrings about \$2.



The LARK, pin about \$3., earrings about \$3.



Prices plus tax, at all leading stores,
or write Coro, Inc., New York 1.

Coro Originals are exclusive designs
and protected by U.S. patent laws.

AMERICA'S BEST DRESSED WOMEN WEAR CORO JEWELRY

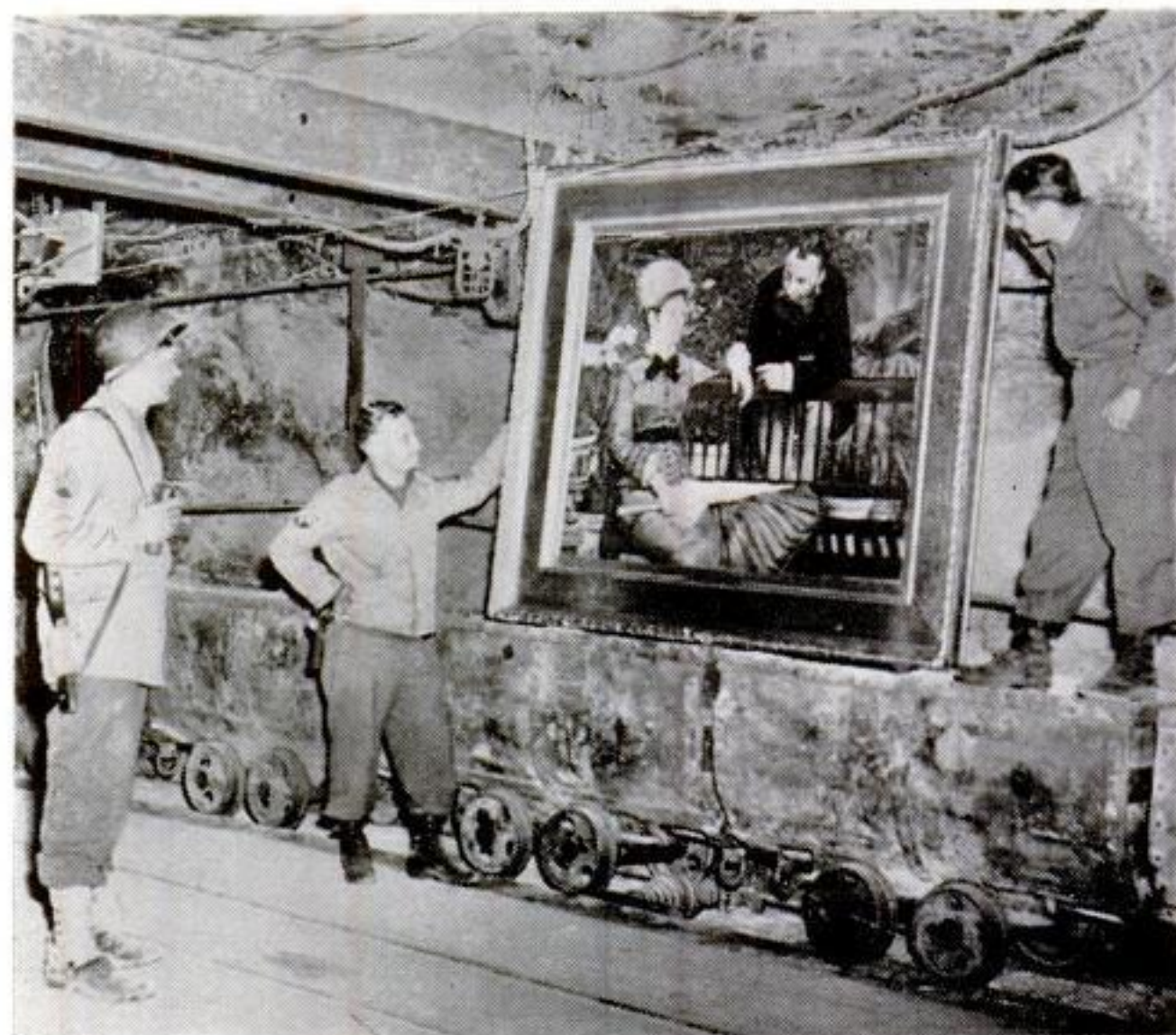
costume: cell chapman photo: rawlings

U.S. Returns Captured German Art

Life shows the great paintings
which U.S. Army found in cave



The Kaiser Friedrich Museum, built on a small island in Berlin, was bombed and shelled in 1945. During battle upper floors were observation posts. No repairs have been made since the end of the war.



In the salt mines at Merkers, Germany, the U.S. Third Army discovered the Kaiser Friedrich art treasures. Here U.S. soldiers are looking at French Impressionist Manet's famous *In the Wintergarden*.

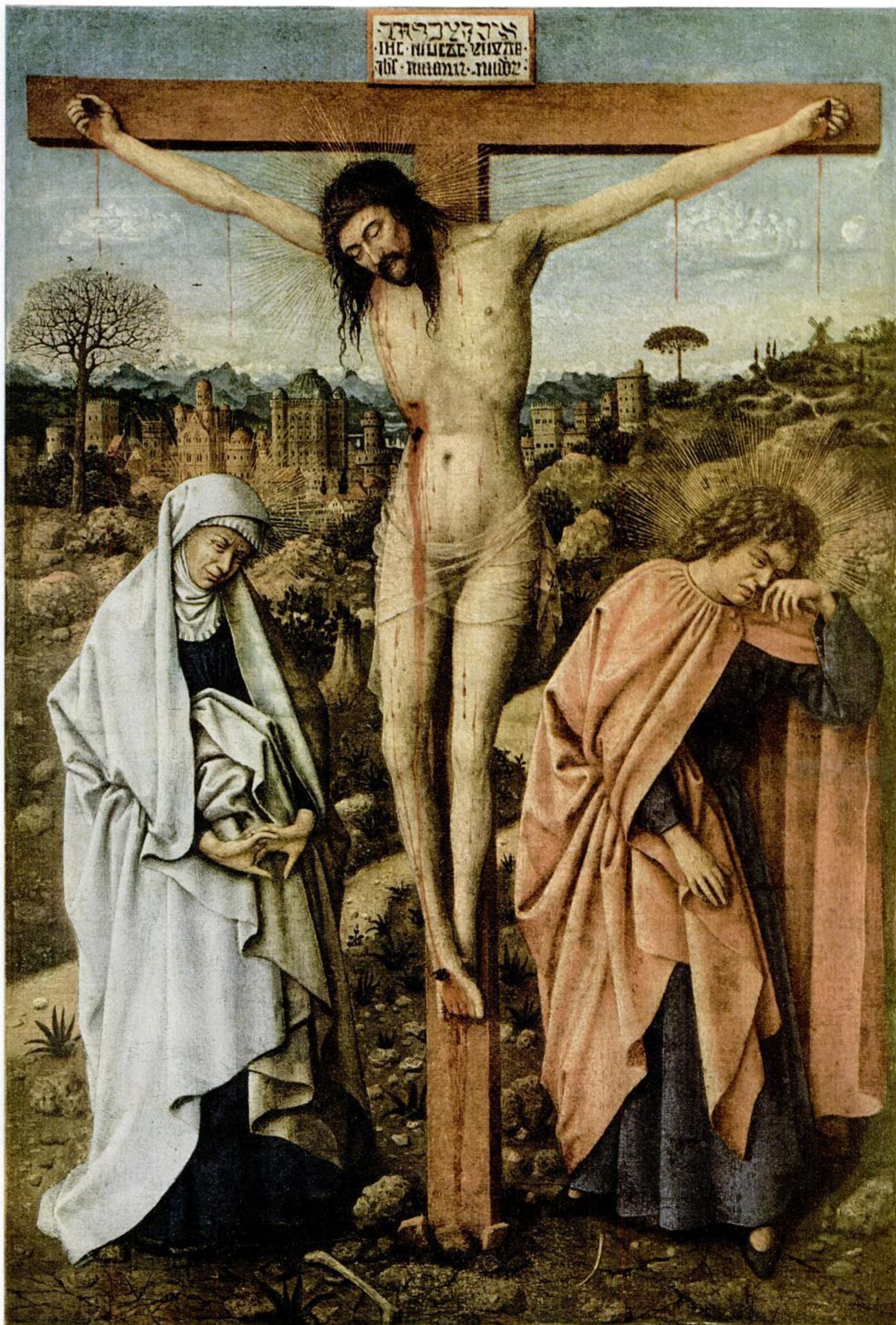
In April 1945 General Patton's Third Army, speeding across Germany, took the salt mines at Merkers and made one of the war's most fantastic captures. Down in the caverns it found, along with a hoard of 100 tons of German gold, a fabulous cache of art—including 15 Rembrandts, five Van Eycks, five Titians, three Raphaels. There were 200 paintings worth at least \$80 million. They were the cream of the great Kaiser Friedrich collection, which had been removed from Berlin when the bombing became too heavy. The Army, which, unlike other conquerors, had no interest in looting art, sent the collection off to the U.S. for safekeeping until it could be returned to its rightful owners. It was stored in the vaults of the National Gallery in Washington. Despite some protest that the art should never have been removed from Germany, the Army firmly insisted that it had simply taken the collection into protective custody, tactfully leaving for others to infer that it had acted to keep the paintings from the Russians (who, incidentally, have since taken to Russia all the most valuable contents of the Dresden museum).

The paintings are now ready to go back to Europe. They will be returned by summer, but before they go the U.S. is getting a brief chance to see the collection. Last week the National Gallery opened an exhibition which will continue until April 18. Because few Americans outside of Washington will have a chance to see them, LIFE on the following pages reproduces 11 of the paintings. These are the first color reproductions to be made of them since their arrival in the U.S.

The man who developed the Kaiser Friedrich collection was William I, grandfather of World War I's Kaiser. William, a German nationalist, defeated Austria, consolidated Germany and envied France. As a result of his envy he continued to build an art collection which he hoped would outmatch the Louvre. His agents picked up Italian masters and paid special attention to the North European painters. When William died in 1888 at the age of 91, the collection was already very fine. The man who made it great was a director named Wilhelm Von Bode, who supervised it for 17 years after William's death. In 1904 the collection was put into the new Kaiser Friedrich Museum, named after William's son who had reigned for only a few months.

During the last war Hitler ordered that the paintings be left in Berlin even after they were endangered by air raids. Finally in the winter of 1945 the most valuable works were carted off in a truck to the salt mines. When the museum was bombed during the battle of Berlin, Germans stripped the building of window frames, doors and floors for firewood.

Though the paintings are now going back to their homeland, they will not return to their former home but will probably be shipped to Wiesbaden in northern Germany. The Kaiser Friedrich Museum still has a wrecked roof and a flooded cellar. It is also in Berlin's Russian zone and the Russians have hung a sign on the door which says, "Anyone entering is considered a thief."



Jan van Eyck

Van Eyck's *Christ on the Cross, the Blessed Virgin and St. John* was painted in the early 15th Century. It has the realism, the enamel-like color and the grim devoutness of Flemish primitive painting.



Hans Holbein

The portrait of the merchant George Giese is one of the most famous of all paintings by the German master Hans Holbein. It was done in 1532 in London where Holbein became court painter to Henry VIII. Giese is shown surrounded by his office equipment (including scales used to weigh gold), knickknacks and meticulously painted letters from his brother and friends. Latin motto at left under shelf says, conservatively, "No pleasure without care."



Frans Hals

Frans Hals, a 17th Century Dutch contemporary of Rembrandt, was a great painting virtuoso, who could indicate a starched ruffle with a single stroke of the brush. His *Hille Bobbe* (above), a portrait of a woman known as "the witch of Haarlem," is one of his finest products. Owl on the shoulder of his subject was probably put there to indicate that she is a sorceress. Hals died in penury and remained unappreciated until many years after his death.

Cologne Master

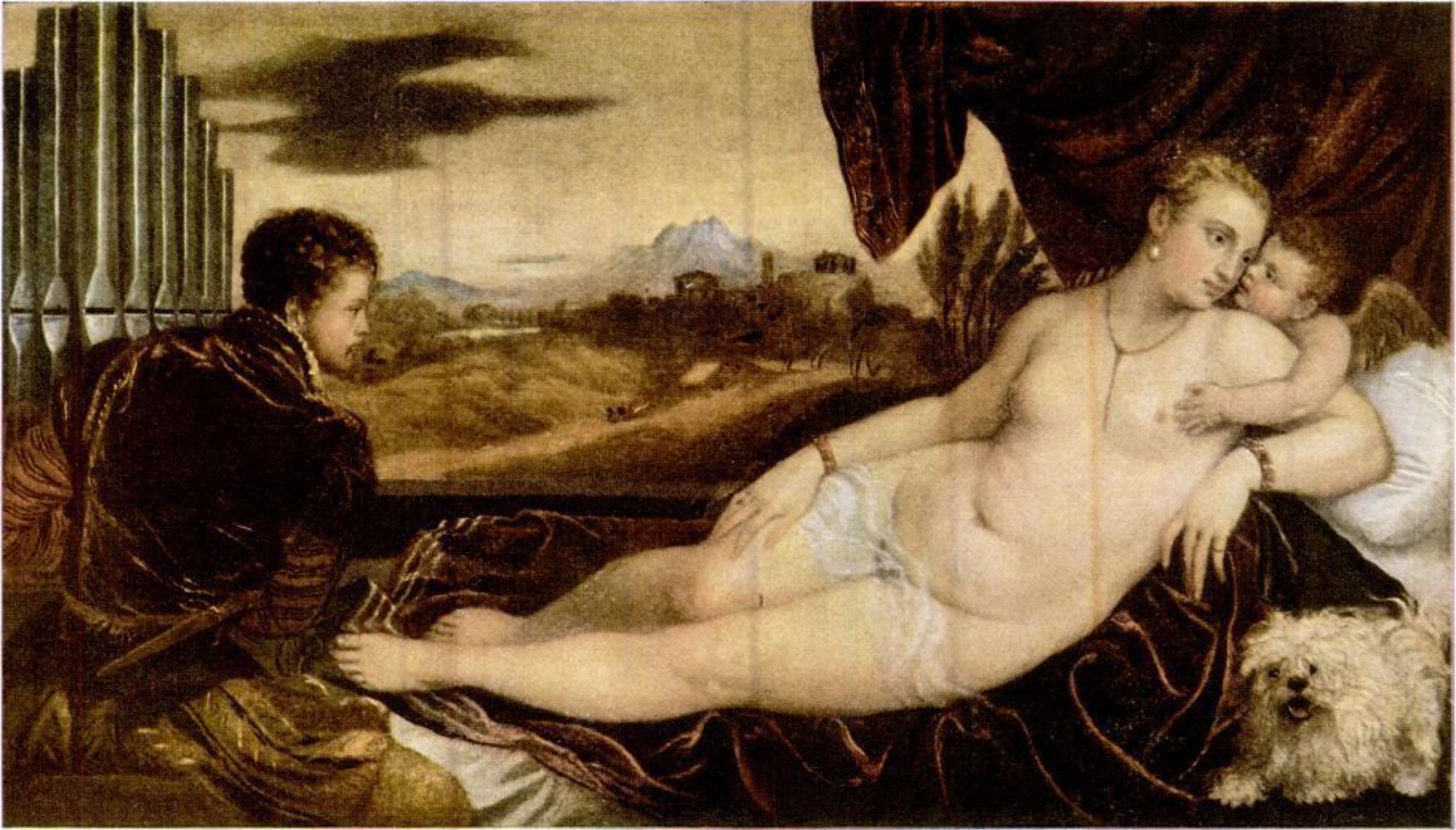
Nobody knows the name of the early 15th Century painter who worked obscurely in Cologne and who is identified in histories of art simply as the Master of Cologne. His *Life of Christ* is one of the deeply devotional religious paintings produced in medieval Central Europe just as the Renaissance was reaching full flower in Italy. It is a remarkable pictorial biography painted at a time when few ordinary people could read. Its form may remind modern observers of a comic strip. The scenes depicted follow. *Top row, left to right:* 1) The Annunciation; 2) The Visitation; 3) Mary and Joseph Going to Bethlehem; 4) The Manger; 5) The Circumcision; 6) Adoration of the Magi; 7) Presentation of Christ in the Temple. *Second row:* 1) Christ in the Temple at 12; 2) His Childhood (top) and His Baptism (bottom); 3) Christ Preaching; 4) Entry into Jerusalem; 5) The Last Supper; 6) Washing the feet; 7) Agony in the Garden. *Third row:* 1) Awakening of the Apostles; 2) The Kiss of Judas; 3) Christ before Herod; 4) Christ before the High Priest; 5) Christ before Pilate; 6) The Scourging; 7) The Crown of Thorns. *Fourth row:* 1) Pilate Washes His Hands; 2) Carrying the Cross; 3) Christ Is Disrobed; 4) Christ Nailed to the Cross; 5) Crucifixion; 6) Descent from the Cross; 7) Pietà. *Bottom row:* 1) Lamentation; 2) Resurrection (bottom) and Descent into Hell (top); 3) Ascension; 4) Descent of Holy Ghost; 5) Death of the Virgin; 6) Last Judgment; 7) Portraits of the family who gave the picture to the church.





Pieter Breughel

The great painter of peasant life and folklore, Pieter Breughel the Elder, lived in Antwerp during the 16th Century and, unlike most artists of his time, devoted his life to depicting the joys, foibles and superstitions of the common people. The *Flemish Proverbs* at left, one of his most amusing and ingratiating masterpieces, illustrates about a hundred homely sayings that were current among the swarming, hard-working, wine-swilling peasants of his native Flanders. Today most of them have a quaint archaic flavor, occasionally somewhat obscure meanings and a peasant preoccupation with impossible and dreamlike situations. These are some of the proverbs illustrated. *Upper left*: "Tarts grow on the roof" ("You'll get pie in the sky when you die"). *Nearby right*: "To shoot one arrow after another" ("Throw good money after bad"). *Left foreground*: "Heads won't break walls" ("No use butting your head against a stone wall"). *Center foreground*: "When the calf has fallen into the well, it will be filled in" ("Locking the stable after the horse is stolen"). *Behind at right*: "To throw roses [pearls] before swine." *Right foreground*: "The world twirls on this thumb" ("He holds the world in the palm of his hand"). *Next right*: "Put a spoke in someone's wheel." *Next right*: "No use crying over spilt milk." *In center, underneath the red sign*: "He carries a basketful of light outdoors" ("Carries coals to Newcastle"). *On the edge of the pond*: "He sits on hot coals" ("He is on tenterhooks"). *Far right*: "An eel held by the tail is not yet caught" ("Don't count your chickens before they're hatched").



Titian

Venus with Organ Player (above) was painted around 1560 by the Venetian Titian, in the sensuous, noble style of his late work. The poodle was a popular pet. Player is probably Phillip II of Spain.

Lucas van Leyden

Chess Players (below), by Lucas van Leyden of Flanders, a domestic scene painted in early 16th Century, shows members of wealthy merchant families playing or giving advice in a chess game.



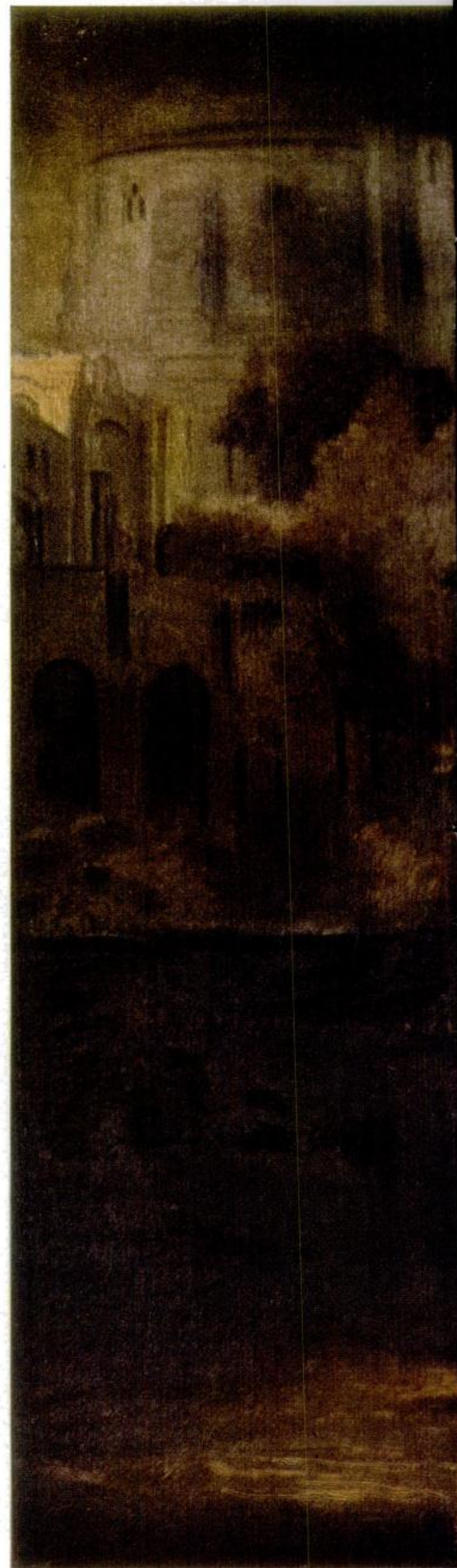


Jan Vermeer

A poetic recorder of the days of the prosperous Dutch republic of the 17th Century, Jan Vermeer painted intimate scenes of domestic life with loving attention to the elegance and beauty of private property—beautiful draperies, exotic jewels, genteel interiors and articles of furniture, on which the rising middle class spent its growing wealth. *A Young Lady with a Pearl Necklace* (above) is steeped in the warm, comforting light which bathes Vermeer canvases, a light that is reflected beautifully in the highlights on porcelain jar, lacquer box, bowl and other objects on the table.

Lucas Cranach

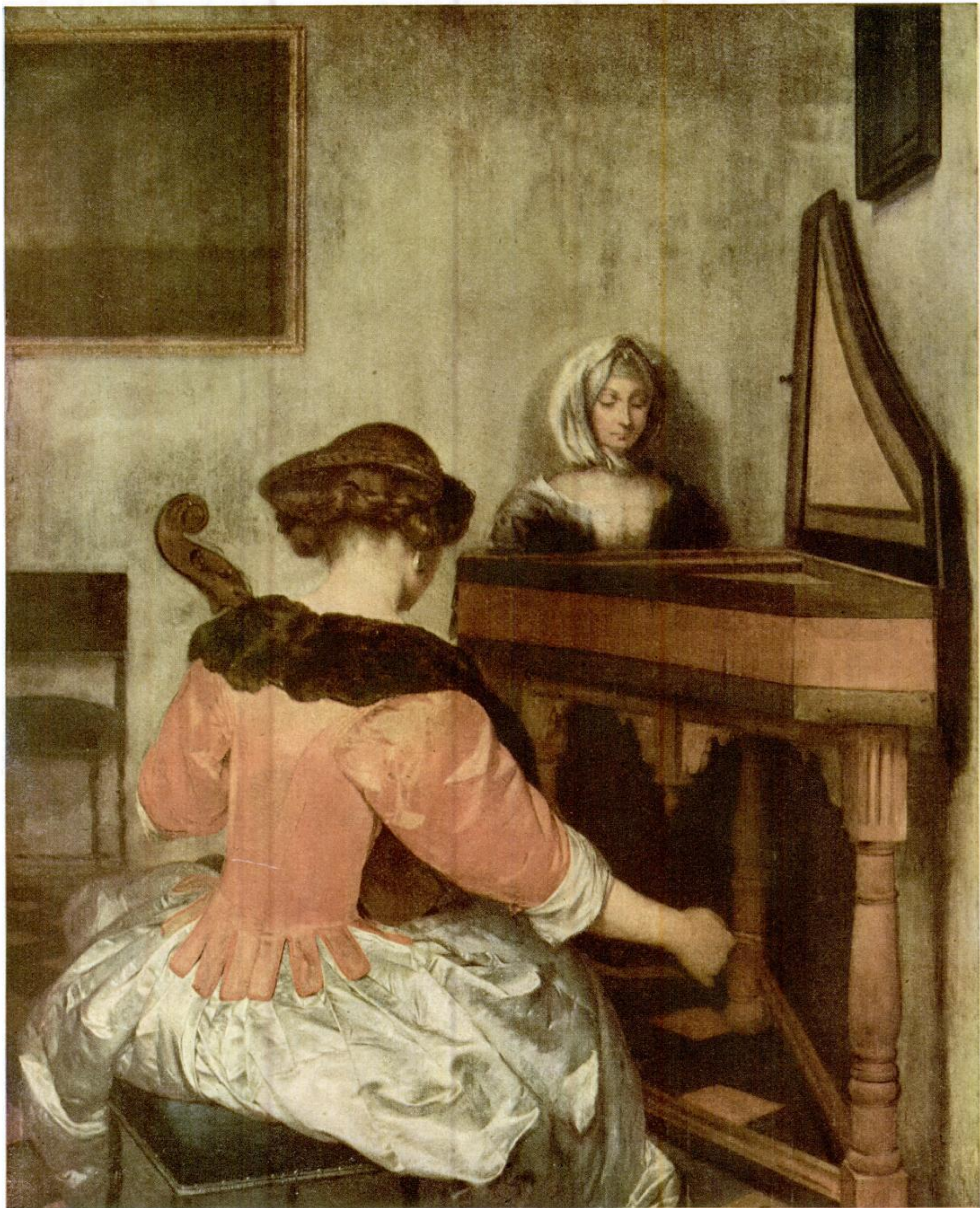
Below is *Lucretia*, by the German master of the early 16th Century, Lucas Cranach, who liked to paint subjects in which he could portray beautiful nudes. The nudes were always primly seductive, pear-shaped and remarkably oblivious to the drama in which they were participating. Lucretia was a virtuous Roman lady who was raped by the son of the king and, in shame, stabbed herself. To Cranach, she was an excuse for a meticulous painting of a woman.





Rembrandt

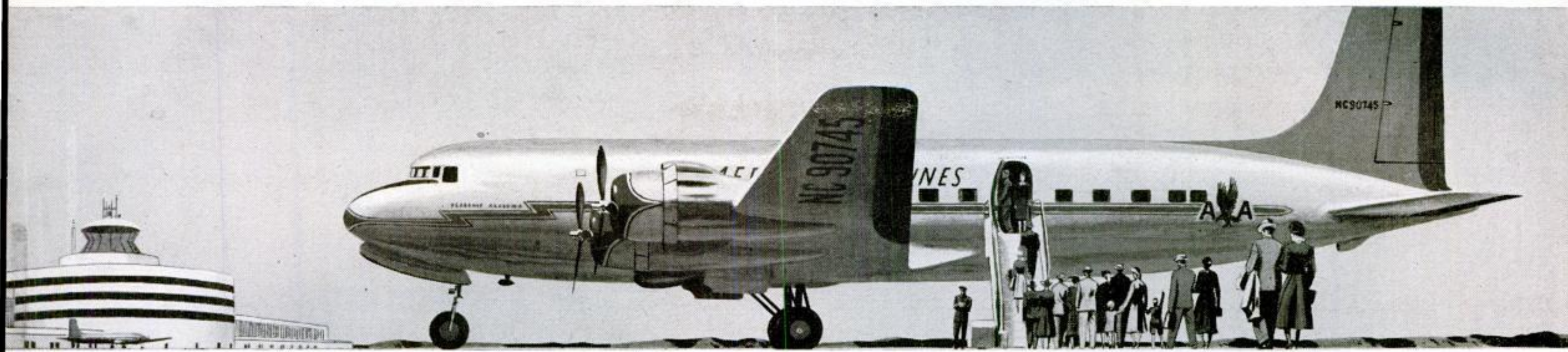
Susanna and the Elders is by the Dutch genius Rembrandt. Rembrandt painted portraits but also occupied himself with religious subjects, setting his figures against brooding backgrounds. Susanna, whose story is in the Old Testament Apocrypha, was a faithful wife who was surprised in her bath by two elders who tried to seduce her. Rebuffed, they accused her of unchastity, but shrewd cross-questioning by Daniel showed up their lie and saved Susanna.



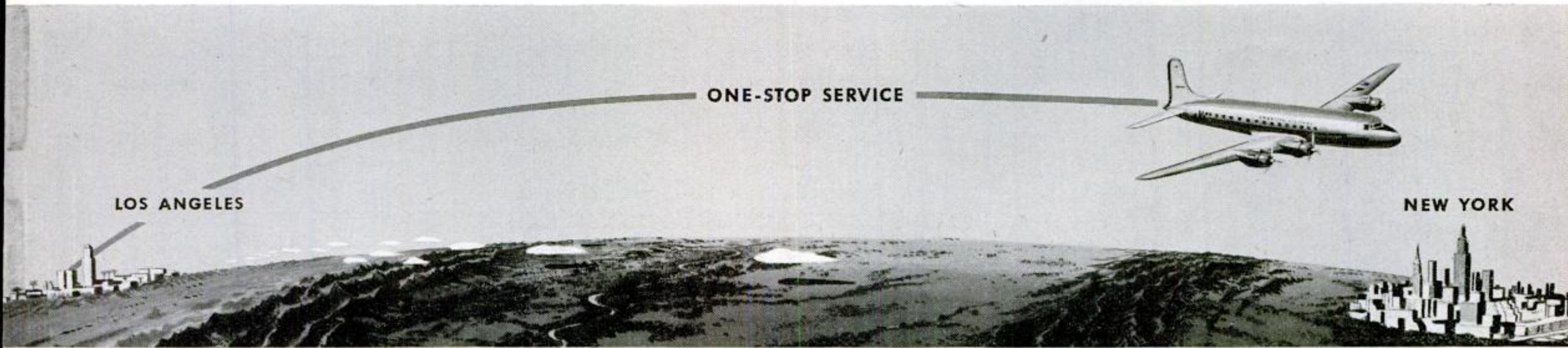
Gerard Terborch

Like Vermeer, Gerard Terborch, another 17th Century Dutchman, loved quiet interiors and scenes of domestic life. In *The Concert* (above) he painted a girl—playing the viola d'amore—with such deft insight and observation that her personality is vividly expressed even though nothing is seen but the back of her head and the gleaming satin of her dress. Her accompanist is playing a spinet.

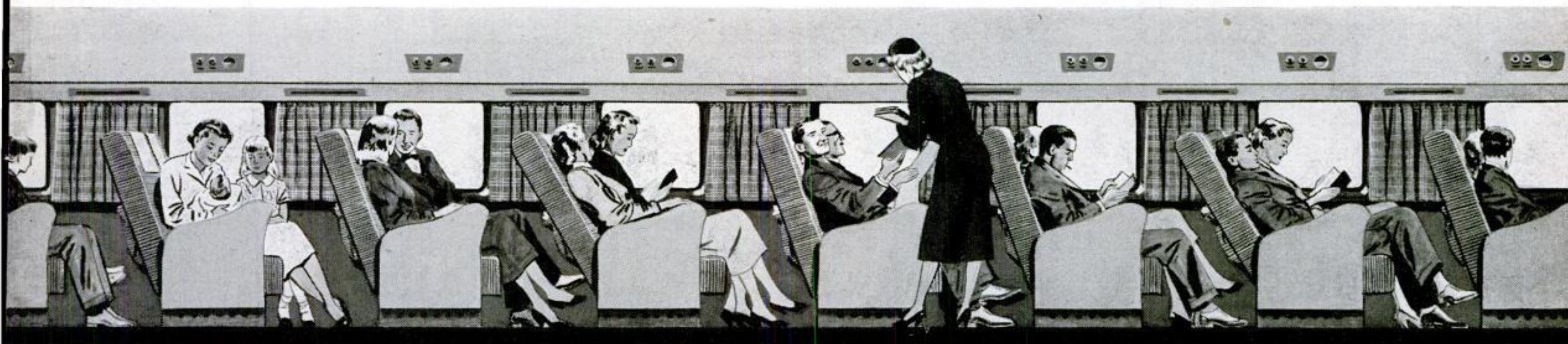
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A SOUTHERN DEMAGOG patterned after the late Huey Long delivers political tirade in this highly impressionistic scene from Robert Penn Warren's play, *All the King's*

Men, presented by the New School's Dramatic Workshop in New York. While the politico's henchmen surround him, an idealistic young doctor (*right*) plots his assassination.



LYNCHERS appear as evil shadows to innocent Negro and his girl protector (right) in *The Respectful Prostitute*.

THEATER OFF BROADWAY

EXPERIMENTAL GROUPS ARE HAVING AN EXCITING, SUCCESSFUL SEASON

Generally, things that take place anywhere but on Broadway are ignored by theater people. But this year Broadway has found itself sitting up and paying sharp attention to off-Broadway theater. Two plays put on by small groups who care more for high art than for high profit have proved so successful that they have graduated from their first humble homes and landed smack on Broadway. First to arrive was *Skipper Next to God*, which stars Movie Actor John Garfield (p. 86). The second was *The Respectful Prostitute*, by French Existentialist Jean-Paul Sartre, in which a little-known actress named Meg Mundy (right) is having a personal triumph. A third play, *All the King's Men* (opposite page), based on Robert Penn Warren's best-selling novel, is still off Broadway but attracting a lot of professional interest.

This boom has been caused mainly by the high cost of production in the straight commercial theater. Plays that cost \$7,000 to put on 10 years ago cannot be produced now for much less than \$40,000. Consequently producers cannot afford to gamble on experimental shows, which can be done now only by theater zealots who are willing to pitch in and work for little or nothing. In the past such people as Eugene O'Neill, Robert Edmond Jones, Clifford Odets and, more recently, Tennessee Williams got their start in noncommercial ventures. The new off-Broadway renaissance may restore the great days of a quarter century ago that produced the Provincetown Players, the Greenwich Village Theatre and the incorruptible young Theatre Guild.

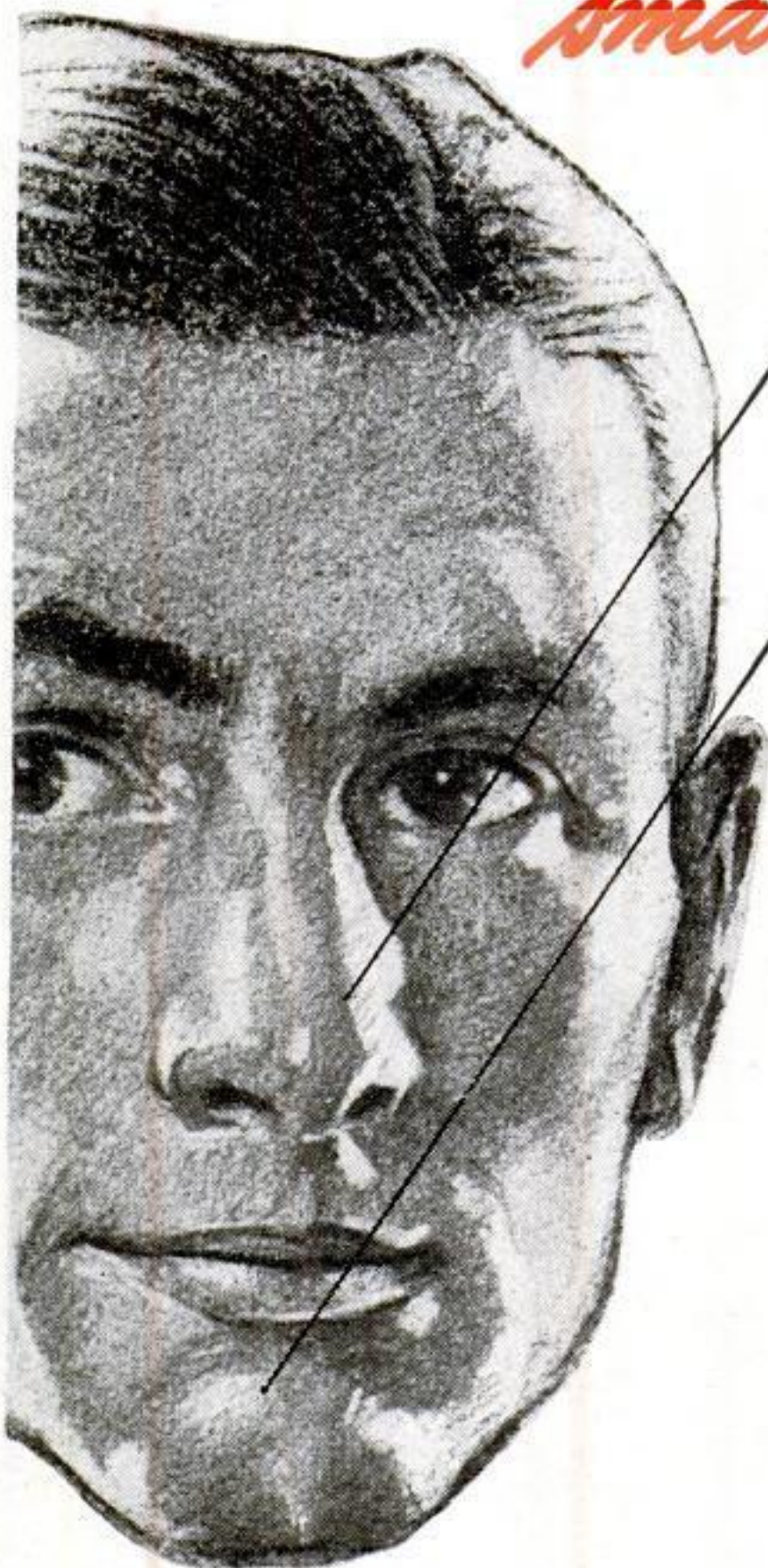
Main support of the new groups has been theater people themselves, who have deplored the lack of experimentation. John Garfield and others have gone into Experimental Theatre. Radio and stage professionals have formed the organization called New Stages, producer of *The Respectful Prostitute*, which is a superficial analysis of the evil of lynching but nevertheless packs a mulelike kick. *All the King's Men* does not enlist Broadway help. It is put on by the Dramatic Workshop of the New School of Social Research directed by Erwin Piscator. His 700 students put on 20 plays every year, all of which get seen, one way or another, by New York's critical audiences.



MEG MUNDY portrays the title role in *The Respectful Prostitute*. Well known as a glamorous fashion model, Meg

has played only briefly on Broadway. For her acting in this play the *Times* critic compared her to Jeanne Eagels.

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smart buyer?*



Norman
Rockwell

NOSE: Caution marks this chiseled nose. Its angular lines indicate a man who looks before he buys. Broad bridge shows he's convinced by test, not talk!

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With that "Double-Rich" Kentucky Taste

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Blended Whiskey. 86 Proof. 70%
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THEATER OFF BROADWAY CONTINUED



A FALSE STATEMENT is finally signed by the prostitute, Lizzie, after she has been browbeaten by a bombastic Southern senator (left) who, to save his nephew from a murder charge, makes her swear she was raped by a Negro.

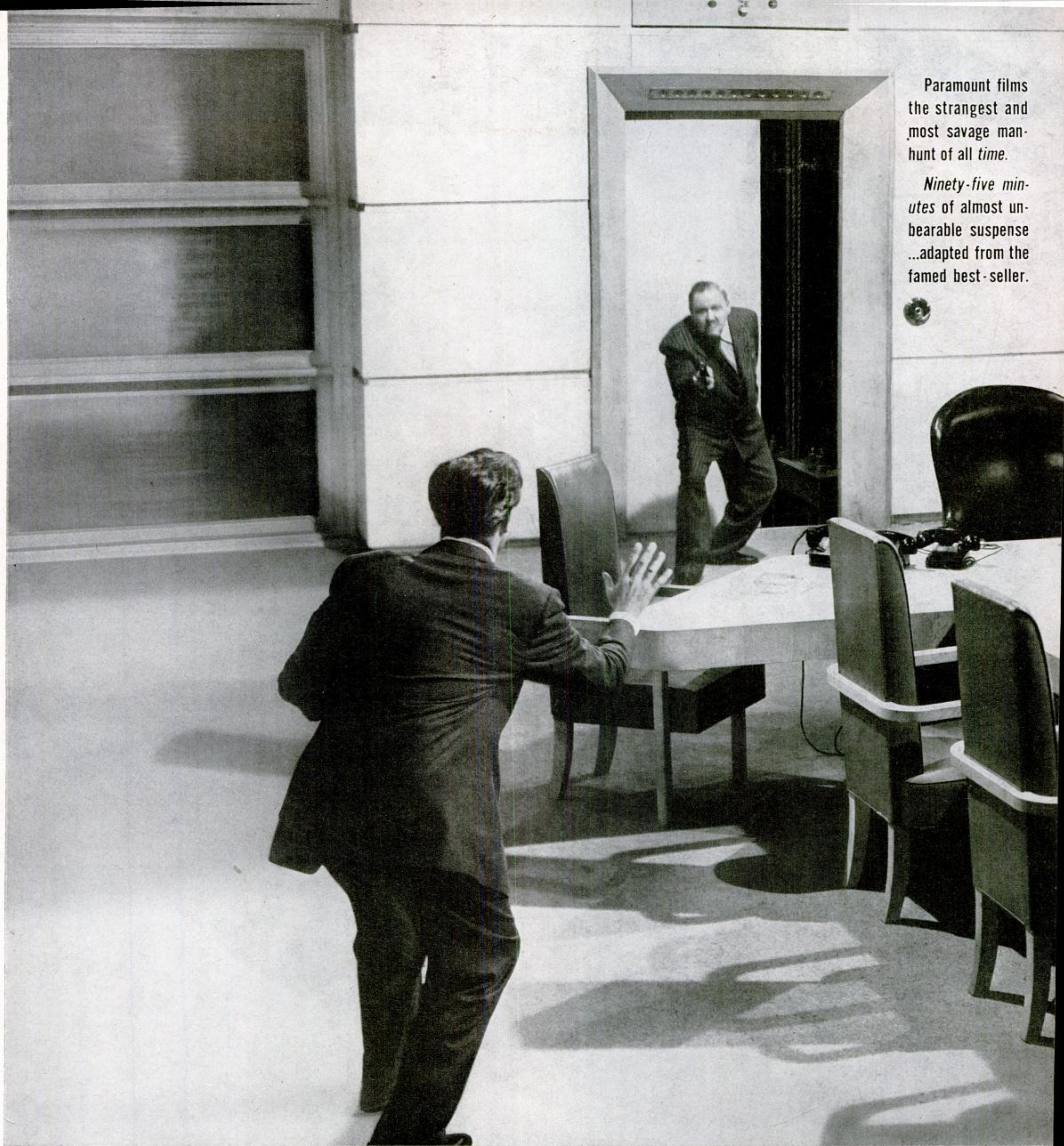


A FIGHT begins when Fred, the senator's son, attempts to shoot the Negro whom he catches hiding in Lizzie's bathroom. Repenting her lies, Lizzie has hidden him from the lynchers, who are hunting him down with bloodhounds.



"YOU'RE A MURDERER!" screams Lizzie to Fred after he shoots at fleeing Negro and another innocent Negro has been lynched by the mob. Broken and bewildered by the tragedy, Lizzie weakly agrees to become Fred's mistress.

CONTINUED ON PAGE 86



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the strangest and
most savage man-
hunt of all time.

*Ninety-five min-
utes* of almost un-
bearable suspense
...adapted from the
famed best-seller.



"I want my
husband's arms
around me *again*..."



"Next to
his wife...
I know him
best!"

RAY MILLAND • CHARLES LAUGHTON

in **"THE BIG CLOCK"**



"I'll
get him
... *before*
the cops do!"

with
Maureen O'Sullivan • George Macready • Rita Johnson
and Elsa Lanchester • Harold Vermilyea

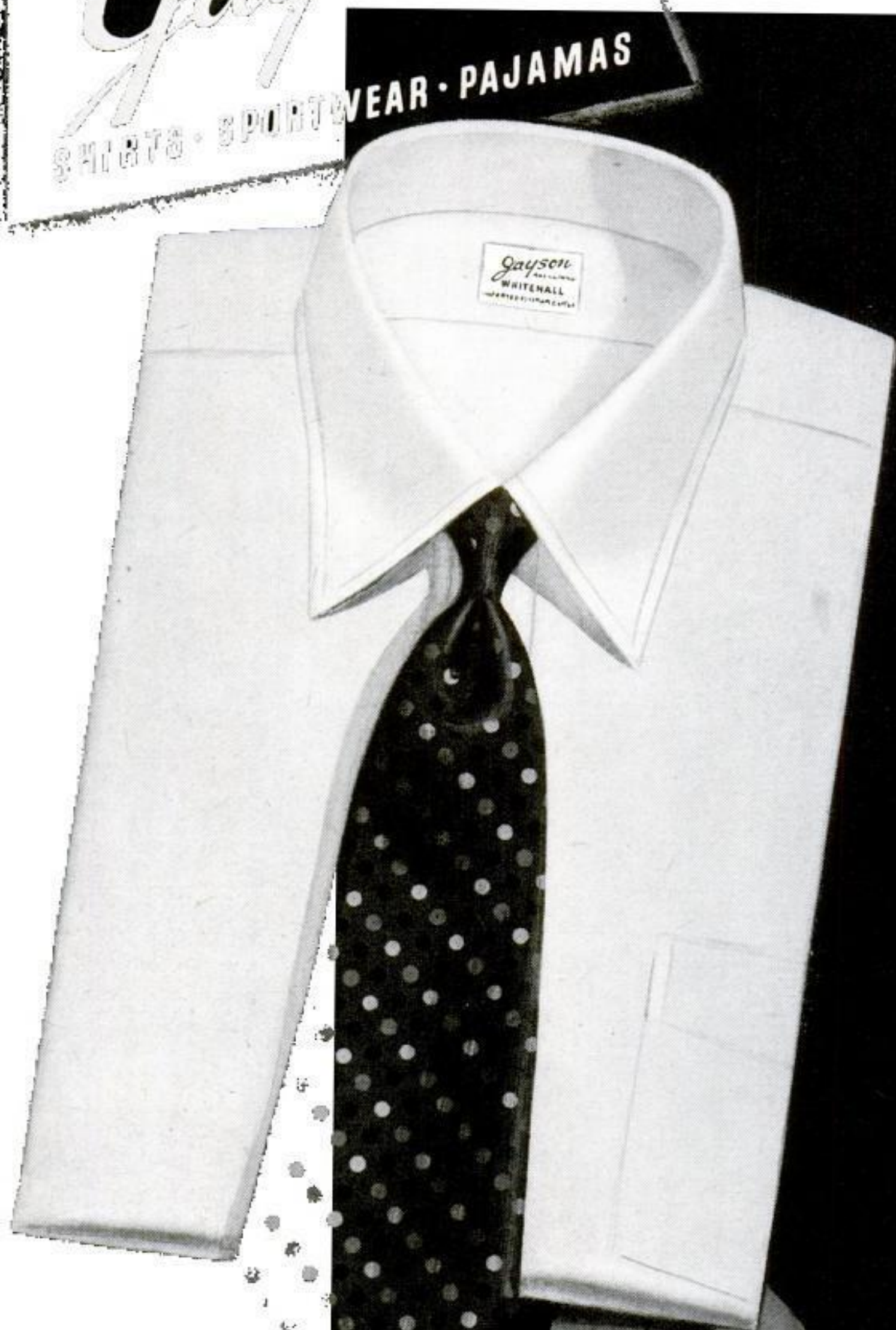
Produced by Richard Maibaum • Directed by JOHN FARROW
Screen Play by Jonathan Latimer • A Paramount Picture



"He was my
man ... but
I can't help
him now!"

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THEATER OFF BROADWAY CONTINUED



JOHN GARFIELD (left) plays a religious Dutch sea captain who tries to practice pure Christian precepts. Deeply concerned for his cargo of Jewish refugees, he tries in vain to persuade a South American consul to let them land.

JOHN GARFIELD LEAVES MOVIES TO ACT "SKIPPER NEXT TO GOD"

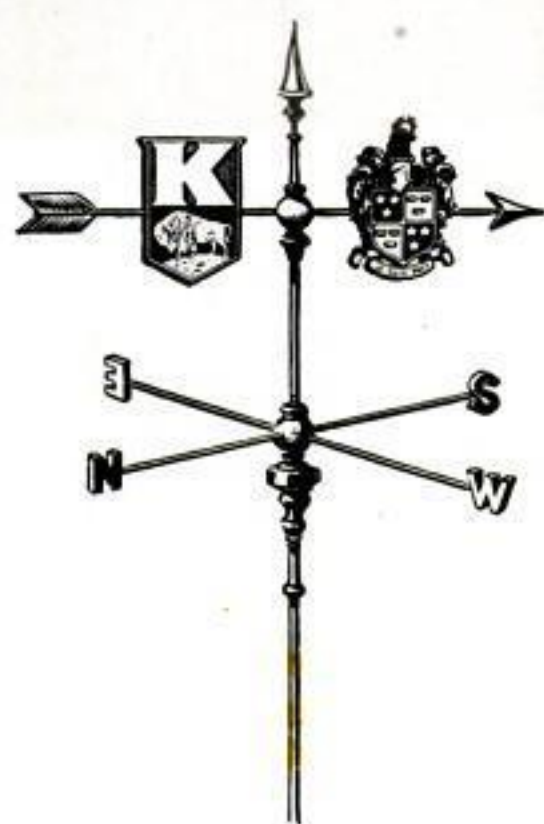
Busiest and most ambitious of off-Broadway groups is the Experimental Theatre whose *Skipper Next to God* was a big enough hit to jump from a few weekend performances to a regular Broadway run. *Skipper*'s star is John Garfield, who came from a \$150,000-a-picture movie job to act for \$10 a performance in a moving play about a boatful of Jewish refugees seeking a homeland.

Experimental Theatre, now in its second year, has enlisted the services of Broadway and Hollywood professionals, including Charles Laughton, Vera Zorina, Ernest Truex, who work for almost nothing. Unions, too, have made concessions to enable the group to operate economically. Tickets are not sold for individual performances, but for the entire season's program of six plays. Last year the American National Theatre and Academy, which underwrites the group, made up the season's deficit of \$16,000. So far this season there has been no deficit.



TESTING HIS FAITH, a worldly Dutch clergyman tries to discredit the captain by slapping him to see if he will turn other cheek. Captain sticks to his faith, refuses to heed clergyman's advice to ship refugees back to Germany.

CONTINUED ON PAGE 82



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MY DOG IN
WONDERFUL
CONDITION"**

says glamorous
JOAN LESLIE

starring in
**"NORTHWEST
STAMPEDE"**
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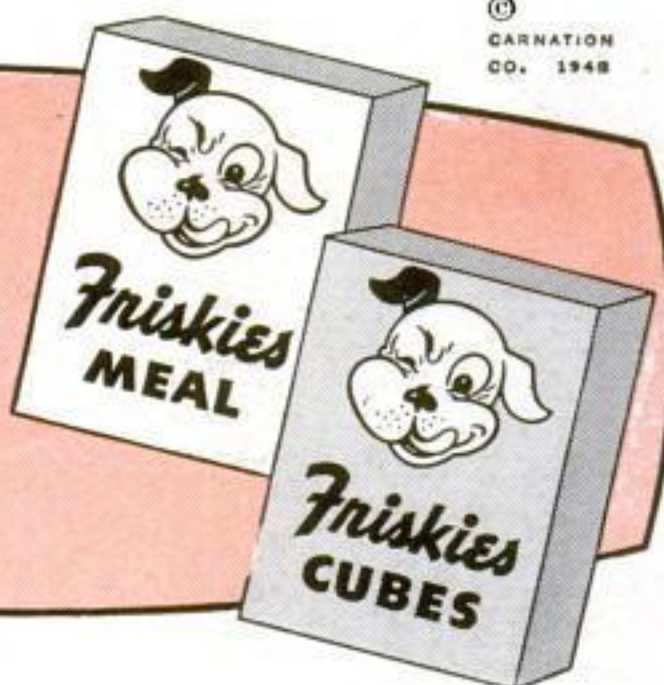
the average Fox Terrier on Friskies for only about 8c a day—and save approximately \$33 a year. With a large dog, you can easily save \$100 a year—or more. And always, you'll be giving your dog a full, balanced diet!

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THEATER OFF BROADWAY CONTINUED



LOSING HIS FAITH, the captain (left) finally flies into a blind rage and throttles first mate for trying to undermine the captain's dogged adherence to Christian principles. The mate, who has always loved the ship, feels that captain, by keeping the homeless refugees aboard, will jeopardize the vessel.





FINDING HIS FAITH, the captain reads to his messroom boy a Bible passage, "He who taketh not his cross and followeth after me is not worthy of me." Determined to save refugees, the captain scuttles his ship off the coast of the U.S., where he believes Jews will be taken into protective custody.



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The Hanes Shirt and Fig Leaf Brief shown under the "bale-man" are made of fine combed yarn. For trim fit and athletic support, this Brief has a superior quality elastic waistband and elastic in leg openings. Double-panel seat. You just can't buy better underwear for your money.



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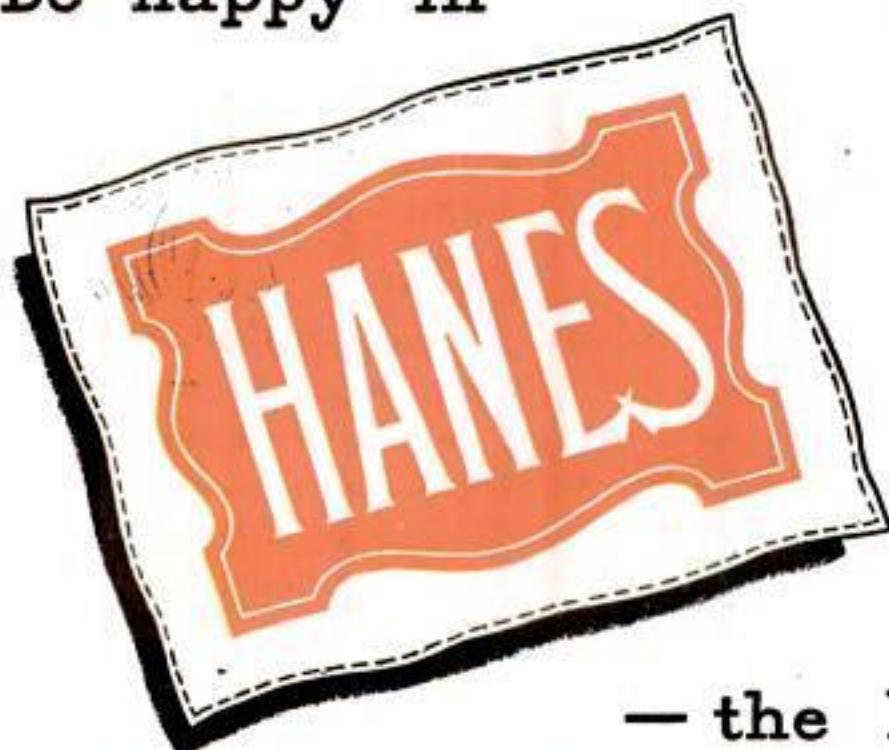
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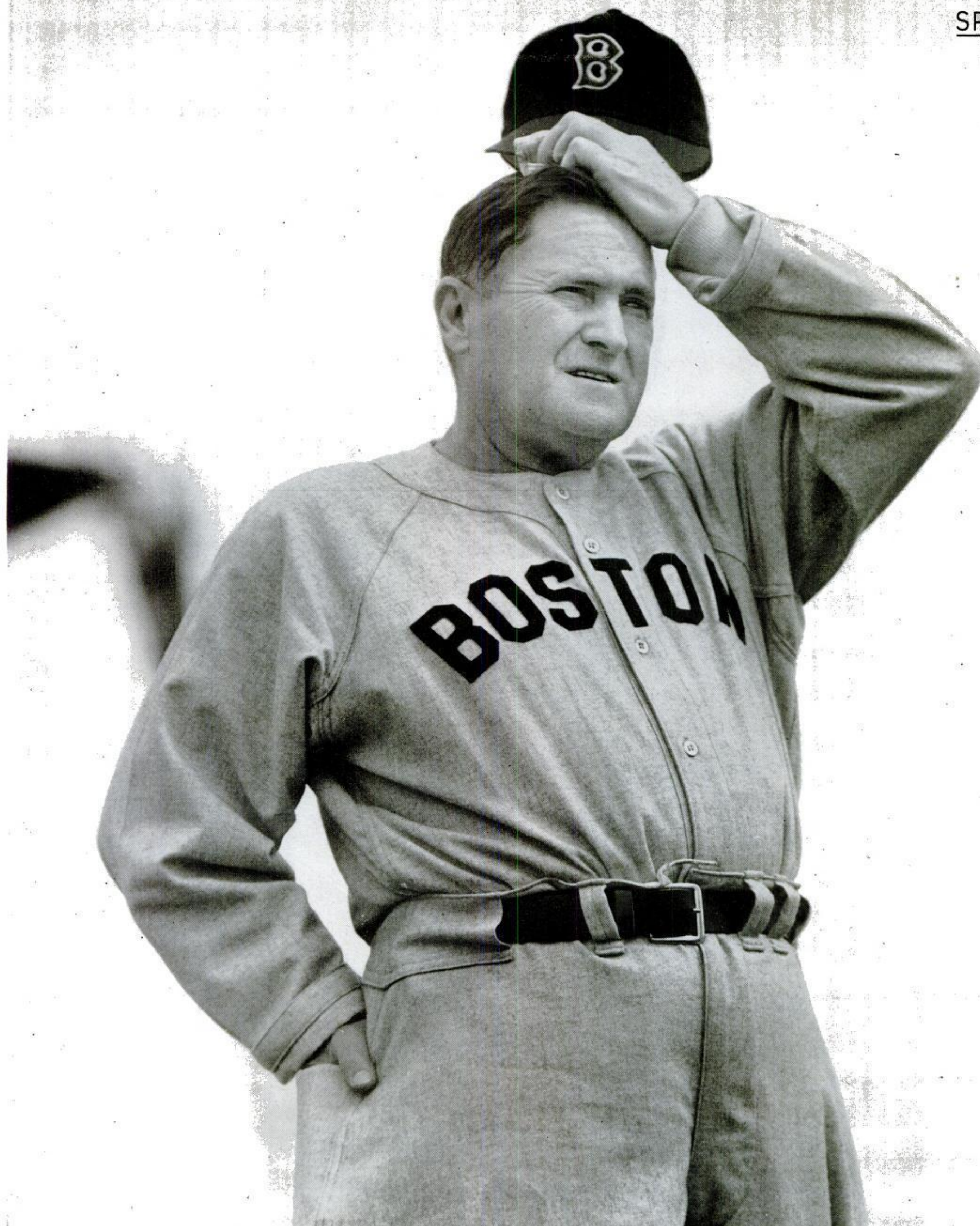


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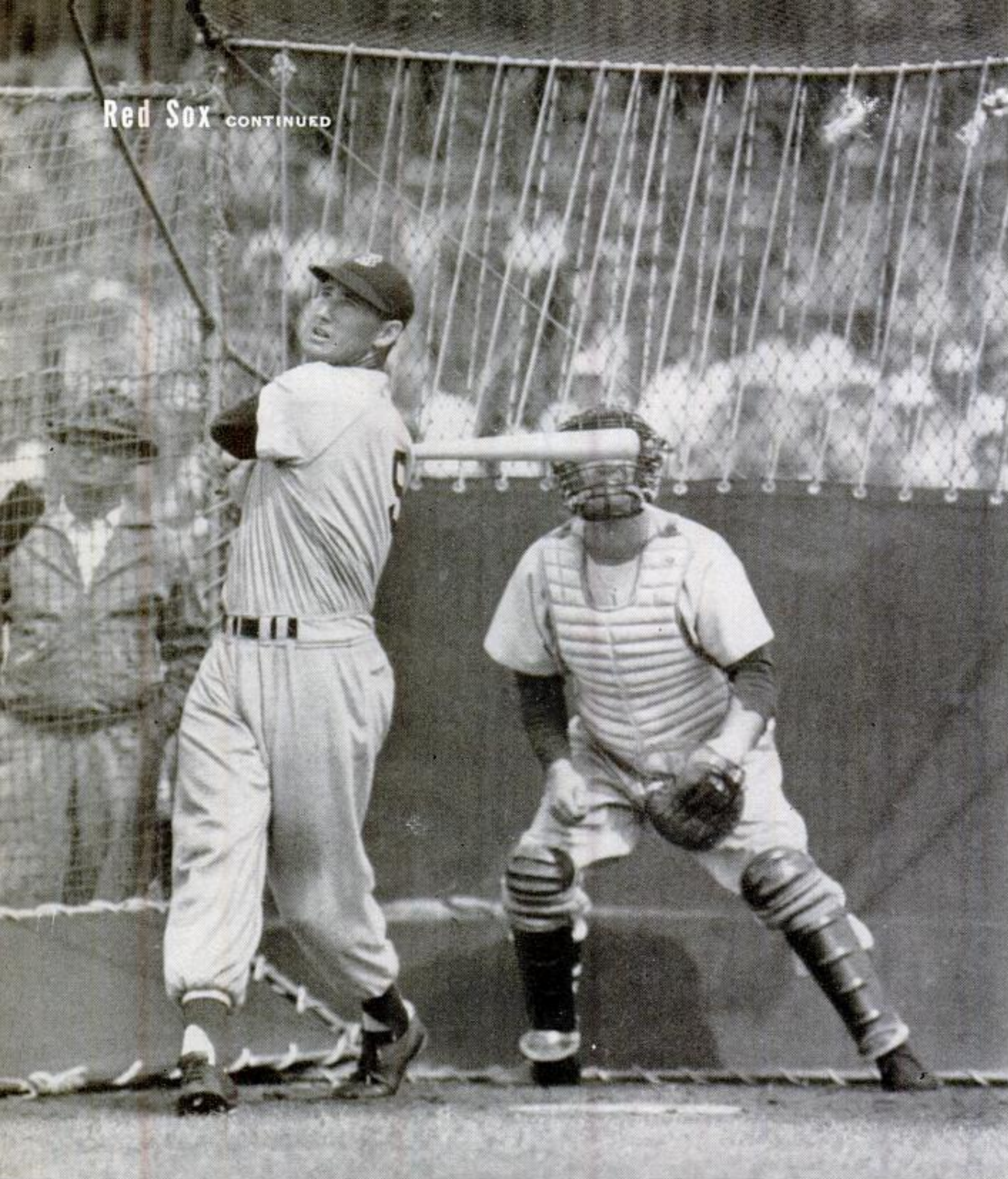
SCRATCHING HIS HEAD AS HE WATCHES ONE OF HIS PITCHERS AT WORK, THE RED SOX'S MANAGER, JOE McCARTHY, ADDS UP HIS CHANCES FOR THE 1948 PENNANT

MCCARTHY RETURNS

**Ex-Yankee manager ends retirement
for promising future with Red Sox**

As the major-league baseball teams get ready to swing north for opening day on April 19, many of the questions about players have been answered, either in the form of starting assignments or tickets back to the Acadian League. But one big question still hangs over the Boston Red Sox's colorless but tactically brilliant new manager, Joe McCarthy (*above*). With proper Bostonian confidence, Boston sportswriters have already awarded the 1948 American League pennant to McCarthy be-

cause of his unequaled record. In his major-league career he has won nine league pennants and seven world championships, most of them during a 16-year period with the New York Yankees, ending in 1946 when he resigned because of ill health. After his two-year rest 60-year-old McCarthy's question is: can he succeed with some old stars, some new ones (*next page*) and six inscrutable pitchers who might win 120 games among them or who might inspire him to go right back into retirement.



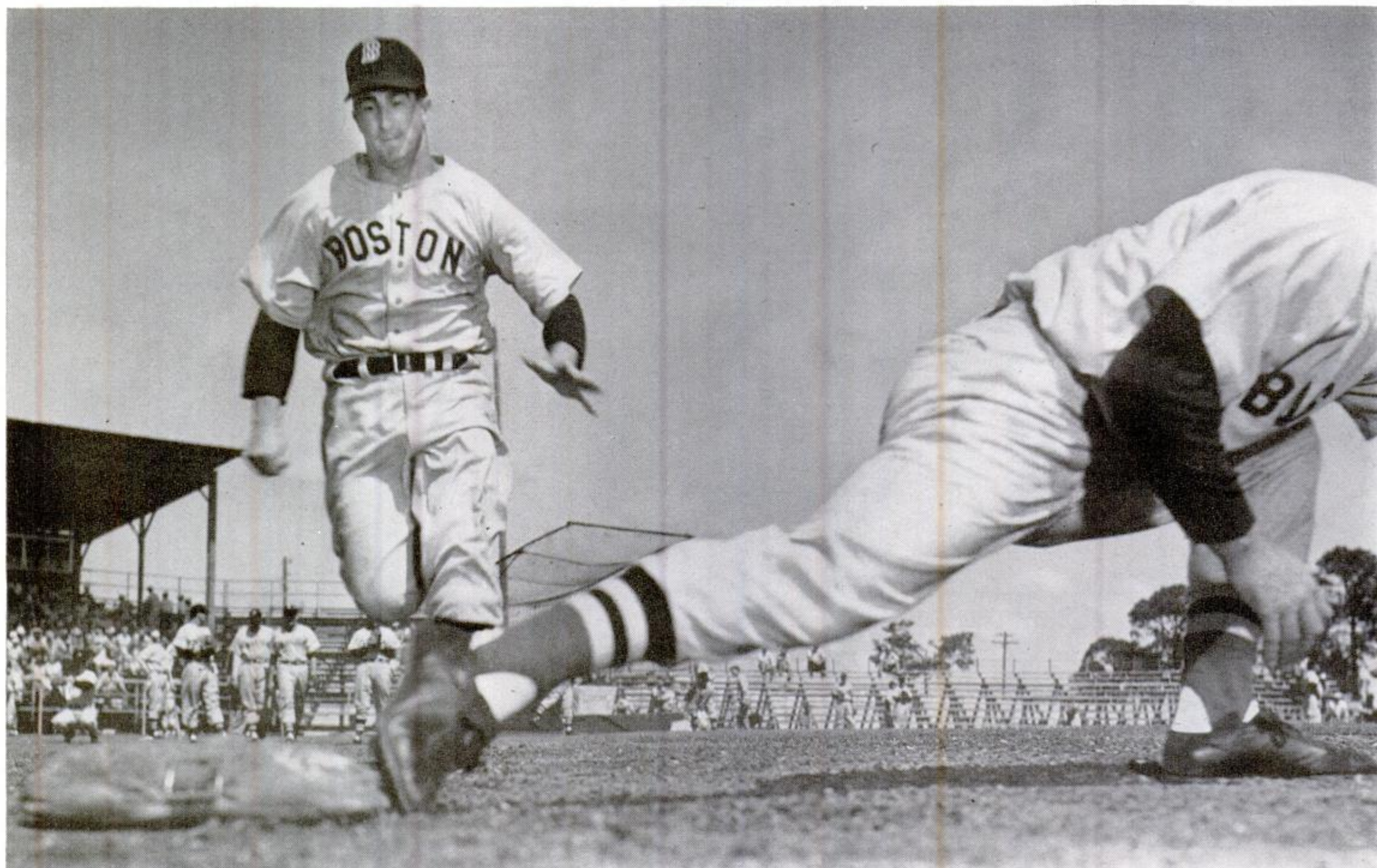
BOSTON'S BIG GUN, Ted Williams, hits his first home run of the year on the fifth day of pre-season practice. This year Williams broke his precedent by reporting on time for spring training.



NEW PLAYERS purchased during the winter are (left to right) Pitcher Jack Kramer, Infielders Vern Stephens, Stan Spence and Billy Hitchcock, and Pitcher Ellis Kinder. Four came from the hard-up St. Louis Browns.

NEW PLAYERS BOLSTER RED SOX

This year the Red Sox, although they finished a distant third in the American League in 1947, are a powerful team. The winter-time acquisition of Vern Stephens and Stan Spence (*above*) has strengthened the infield so that it matches the already potent outfield. McCarthy's problem lies in coaxing Pitchers Tex Hughson, Dave Ferriss and Mickey Harris into returning to form after their collapse of 1947, and in keeping Joe Dobson, who won last year, from folding up in turn. He must also accustom Jack Kramer (*above*), purchased from the St. Louis Browns, to the shock of pitching for a first-division team. McCarthy's personnel difficulties have largely disappeared, although petulant Ted Williams still remains in the batting cage twice as long as any of his teammates. However fans recalled that McCarthy solved some delicate problems when he took over the gold-plated New York Yankees.



OUT AT FIRST in an intrasquad game is Third Baseman John Pesky, who has been moved over from shortstop to make room for the recently purchased Vern Stephens.

This maneuver at first alarmed Boston sportswriters, who are now busily congratulating McCarthy on his tact in dealing with temperamental, easily offended players.

CONTINUED ON PAGE 95



To all the big events of Spring

● Come out of that Wintertime shell! Your Heritage of Highways is ready . . . and waiting to introduce you to the biggest, brightest calendar of events any Spring has held in store. There's one way to reach *nearly all* these events and places . . . one that offers the most unusual bargains in today's scale of living . . . fares almost as low as "before the war".

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Only a few of the attractions to be found under the spread of Spring's big tent are listed below. You can think of dozens more—but *think first of Greyhound* when you plan your trip.

Transportation for ALL the Nation

GREYHOUND



MARCH

Some of the special events listed here are seasonal, and the exact dates are subject to change. Greyhound offers direct and frequent service to all the areas shown—or to their gateway cities. Pre-planned Expense-Paid Tours available to many of these places.



Pike's Peak Winter Festival, Colorado Springs, Colo. . . Mar. 18-April 18
Carolina Cup Steeple Chase, Camden, S.C. . Mar. 27
Pilgrimages, Natchez, Miss. . . to end of March
Azalea Trail, Mobile, Ala. . . to end of March
Annual Spring Flower Show, Chicago, Ill. . . Mar. 27-April 11
Easter Snow Carnival, Manchester, Vt. . Mar. 27-28
Easter Sunrise Services, Riverside, Hollywood, Yosemite, Grand Canyon, Winston-Salem, many others. . . Mar. 28
Spring Fiesta, New Orleans . . Mar. 28-Apr. 18
Spring Corn Dances, Indian pueblos, New Mexico . . . late Mar.—early Apr.

APRIL

Puyallup Daffodil Festival, Washington . Apr. 2-4
Cherry Blossoms, Washington, D.C. . April 6
Festival of the States, St. Petersburg, Florida . . . April 12-17



Azalea Gardens in Bloom, Norfolk, Va., Charleston, S.C. . . April 15
Ramona Pageant Opens, Hemet and San Jacinto, Cal. . . April 17
Season Opens, Shenandoah Nat'l. Pk., Va. . April 18
Patriots' Day Celebration, Boston . . April 19
Opening Major League Baseball . . April 20
San Jacinto Day Festivals, Texas cities . April 21
89'ers Day Rodeo, Oklahoma City, Okla. . April 22
Drake Relays, Des Moines, Iowa; Penn Relays, Philadelphia, Pa. . . April 23
Trout Season Opens, Mich. . . April 24
Giant Slalom, Mt. Hood, Oregon . . April 25
Apple Blossom Festival, Winchester, Va. . Apr. 29-30
Apple Blossom Fest'l., Wenatchee, Wash. . Apr. 29-30

MAY

Kentucky Derby Day, Louisville, . . . May 1
Cinco de Mayo Celebration, Mexico City . May 5
Diamond Jubilee Festival, Cincinnati, O. . May 5
Cotton Carnival, Memphis . . . May 9-16
Tulip Time, Holland, Mich., and Pella, Io. . May 14
Gold Rush Revival, Auburn, Cal. . . May 14-16
Bach Music Festival, Bethlehem, Pa. . . May 15
Season Begins at Grand Teton, Wyo., Mesa Verde, Colo.; Grand Canyon (North Rim), Ariz. National Parks . May 15
Season Begins at Lassen Volcanic National Park, Cal. . . . May 16



West Coast Relays, Fresno, Cal. . . May 17-23
Mid-America Exposition, Cleveland, O. . May 20
Jumping Frog Jubilee, Angels Camp, Cal. . May 21-23
Season Begins at Rocky Mountain, Colo. and Kings Canyon, Cal. Nat'l. Parks . May 25
Apple Blossom Celebrations: Kentville, Wolfville, Grand Pre, Nova Scotia . May 27
Wisconsin Centennial, Madison . . . May 29
Indianapolis Speedway Auto Races . . May 31

JUNE

Blessing the Fleet, Gloucester, Mass. . June 8
Rose Festival, Portland, Oregon . . June 9-13
Nat. Open Golf, Pacific Palisades, Cal. . June 10
Rhododendrons Bloom, Carolina Mts. . June 10
Buccaneer Days, Corpus Christi, Tex. . June 12
Flag Day Celebration, Betsy Ross House, Philadelphia June 12



Season Begins at Acadia, Glacier and Crater Lake National Parks . . . June 15
Bunker Hill Celebration and Parade, Charlestown, Mass. June 17
California Rodeo, Salinas June 17-20
Season Begins, Isle Royale National Park, Mich. June 18
Republican National Convention, Philadelphia June 20
Indian Ceremonial Dances, Lajunta, Colo. late June
Season Begins, Yellowstone Nat'l. Park . June 20
Redwood Empire Cent'l., Eureka, Cal. . June 23-27

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the body to fight lockjaw**

Some years back, a doctor's responsibility was to practice curative medicine—that is, to treat diseases after they had been acquired. Now, with research and new drugs continually broadening the medical horizon, your doctor has taken on the additional—and equally important—task of *prevention*. He administers precautionary medicine to fight disease before it strikes.

For this he has at his disposal a number of preventive agents commonly known as vaccines. The best known is smallpox vaccine, which in a few generations has virtually wiped out a cruel and destructive scourge. There are other immunizing agents—among them tetanus toxoid—which is used with dramatic success to prevent and to combat the often fatal infection of lockjaw.

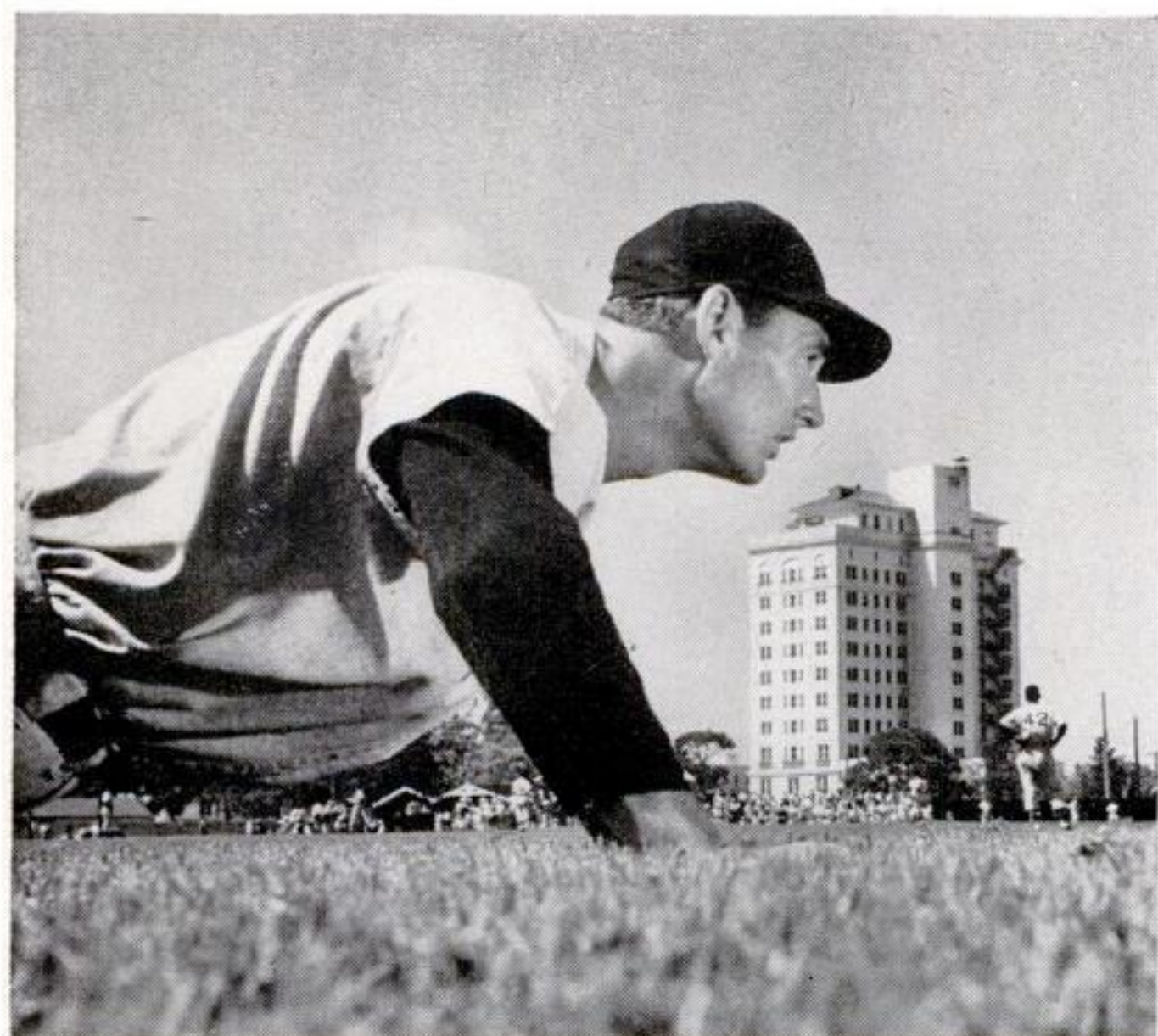
When a tetanus germ enters the system, the body goes into immediate action to battle the infection. The body creates its own weapon—called antitoxin—to fight off the invader. The resulting illness is a struggle for supremacy between the invader and the body's resources. Whether the battle ends in death or recovery depends on the ability of the body to repel the intruder.

When your doctor administers toxoid to you, he is furnishing you simply and easily the ability to defeat lockjaw germs *before those germs enter your body*. He is building immunity for you, so that when the germ strikes, the body is prepared to resist.

Young children who frequently suffer cuts into which tetanus germs may enter—adults who work in stables or on farms, where the germs thrive—and those whose occupations expose them to serious injuries—should be immunized against lockjaw. Most doctors prefer to administer tetanus toxoid to children, together with whooping cough and diphtheria vaccines, during the first year of their life, with "booster" shots later on to bolster immunity.

Ask your doctor about the advisability of tetanus inoculations for your children—and for yourself, if you are engaged in occupations which might result in injury. Consult him when you are ill. Follow his directions implicitly. Next to your doctor, your druggist is the most important guardian of your health. His skill, knowledge and integrity are always at your service.

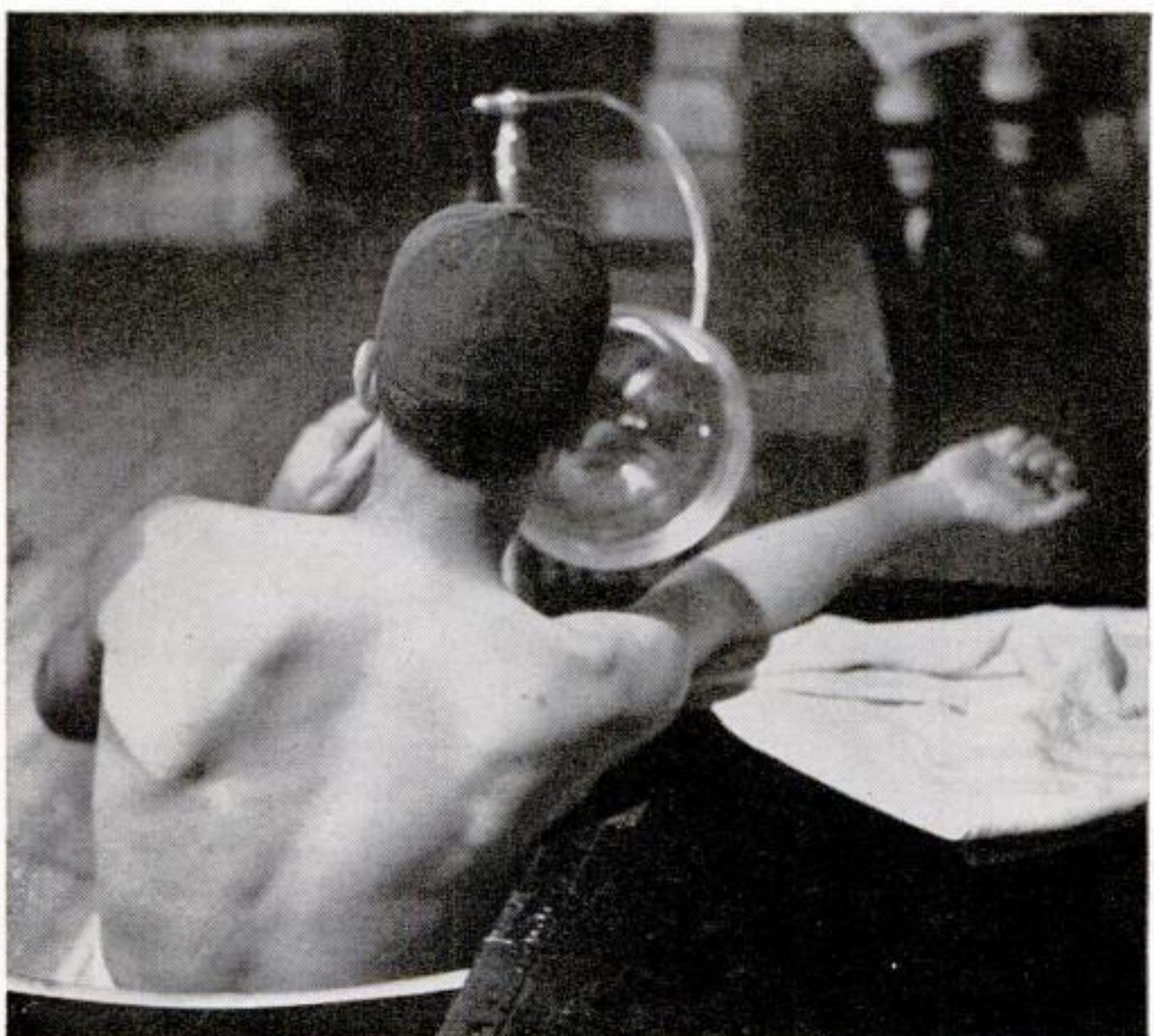




WEARY OUTFIELDER Ted Williams does pushups in Red Sox camp at Sarasota, Fla. After an inactive winter players lose 5 to 20 pounds in training.



ROBUST PITCHER Jack Kramer squeezes a sponge-rubber ball to strengthen his finger muscles. Last year with the St. Louis Browns he won 11, lost 16.



SORE-ARMED PITCHER Tex Hughson bakes his arm beneath an infra-red lamp. During winter he underwent two operations to strengthen his arm.

CONTINUED ON NEXT PAGE



**HAVE YOU SEEN
RISE'S "CARMEN"?**
A performance to live vividly in anybody's memory! One of the most exciting Carmens of all time, Risë sings as one inspired... her Pacquins - cherished hands dramatizing every note with eloquent gesture!

*"How do I groom my hands?
... with CREAM!"* says **RISE STEVENS**

And like so many women, this brilliant opera star
prefers **PACQUINS** Hand Cream



Here, Risë readies Carmen's raven tresses for the next aria. Notice the handy Pacquins?

MARION PUNCH, R. N., says:
"Pacquins Hand Cream is a 'must' on my chart! With the dozens of scrubbings my hands submit to every day, nothing less cherishing than Pacquins could keep them socially acceptable! And Pacquins was first made for doctors and nurses."



AND YEAR after year, Pacquins dramatizes more beautiful hands... beautifies more hard-working hands... than any other hand cream in the world!

But learn the magic "why" for yourself. Start tonight to groom *your* hands the starlit way.

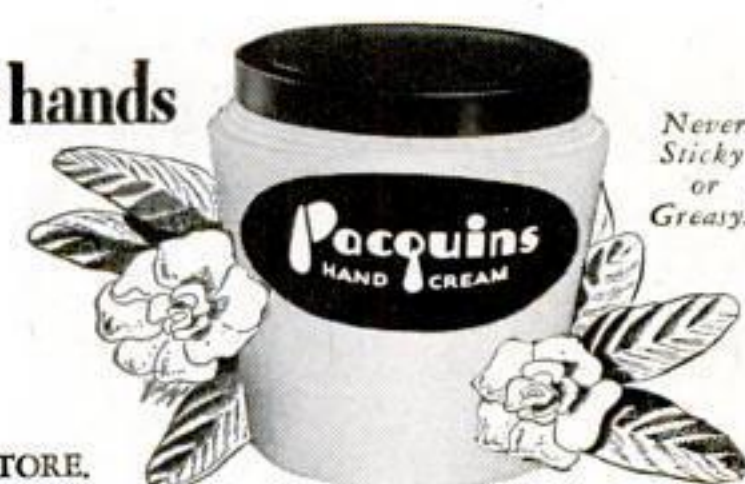
Just try a 12-second massage of this snowy-white, wonderful cream on *your* hands. Mmmmm! Feels so good! The scent is even nicer. A little later... where did that lovely cream go?

Now look at the transformation! Did your hands ever *feel* so alive, so eloquent... so capable? Did they ever *look* so soft, so creamy... so elegant? Now, you're ready for *your* audience!

for "dream" hands - cream your hands

with *Pacquins*
HAND CREAM

AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE.





Smart men insist on

ALLIGATOR GOLD LABEL

That Great Value in
100% All-Wool Worsted!

America's Most Wanted Gabardine!

No other coat offers such soft, luxurious feel . . . such elegant cut and flattering drape—combined with Alligator's exclusive water repellent finish that guards you in any weather! Yes—it's the aristocrat of rainwear—2 ply, firmly woven—100% all-virgin wool worsted! You, too, will want the Alligator Gold Label when you see it!

BETTER DEALERS FEATURE:

ALLIGATOR

Rainwear

because . . . IT'S SURE TO RAIN!

The Alligator Company, St. Louis, New York, Los Angeles

Red Sox CONTINUED

MANAGER MCCARTHY AT WORK



WITH JOE CRONIN, former field manager who took off uniform to become general manager, McCarthy stares dourly from the dugout at spring training.

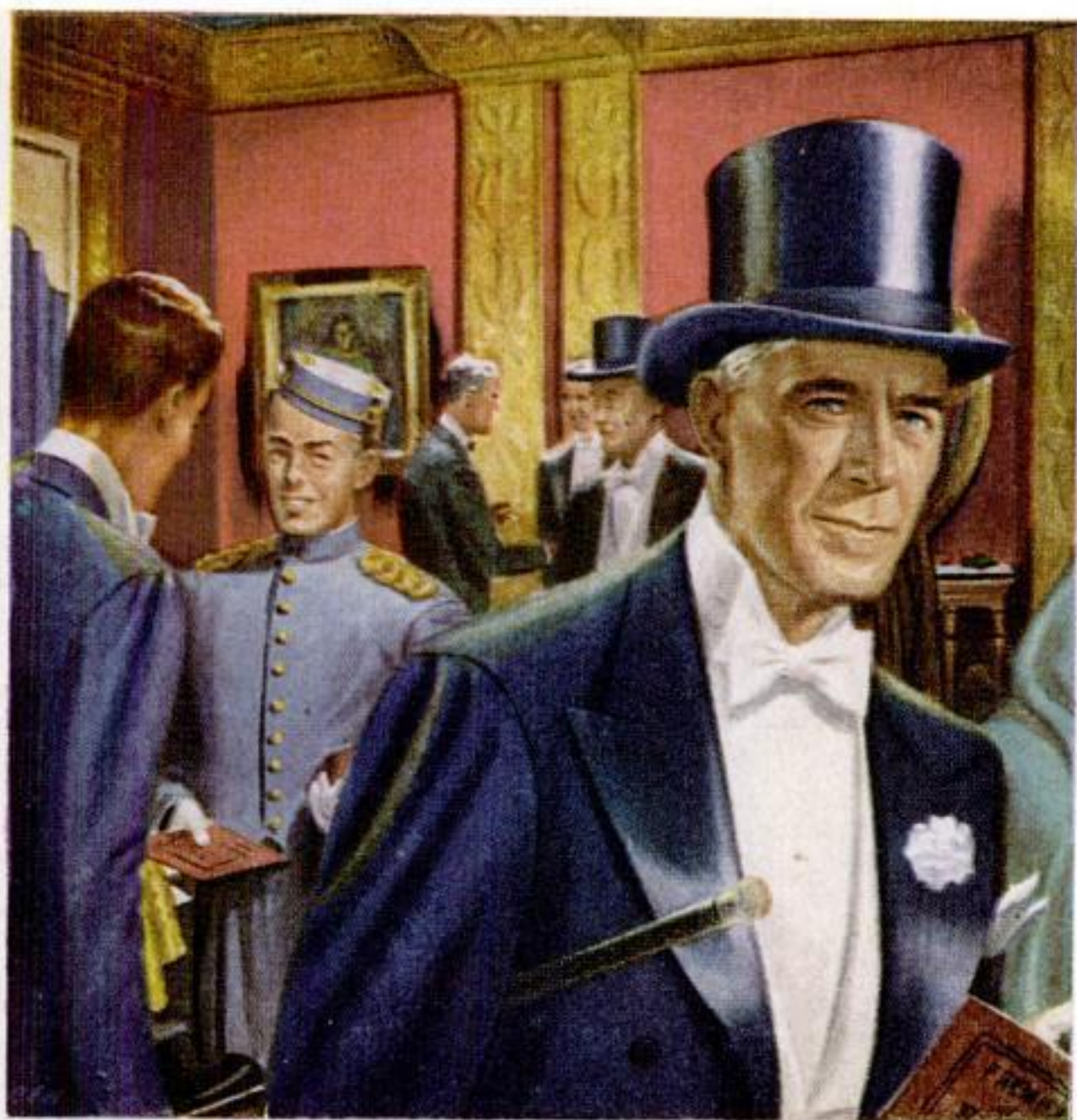


QUIET PEP TALK in McCarthy's calm but highly effective style includes a dissertation, as practice starts, on exactly what he expects from his players.



WITH WILLIAMS, McCarthy taciturnly minds his own business. "Everybody worries about how we'll get along," he says, "except Williams and me."

VERY OBVIOUSLY...CORRECT



**Styled for a great occasion... by
Men Who Planned beyond Tomorrow
for today's fashion**

Correct Dress on great occasions... success in the theater or as host at your own party, includes the choice of Seagram's V.O. Canadian whisky.

For this luxury, imported blend of Canada's finest whiskies is particularly correct in a setting of success and smartness.

You'll find it very light, very *clean-tasting*. So will your guests. That's why, in recent years, millions of Americans have found Seagram's V.O. Canadian—

Very **O**bviously the correct whisky for great occasions.



Seagram's V.O.

CANADIAN WHISKY—A BLEND....OF RARE SELECTED WHISKIES

This Whisky is Six Years Old—86.8 Proof. Seagram-Distillers Corp., N.Y.

JOHN FORD'S MASTERPIECE

JOHN FORD *and* MERIAN C. COOPER
present

JOHN WAYNE

HENRY FONDA

SHIRLEY TEMPLE

PEDRO ARMENDARIZ

FORT APACHE

Directed by
JOHN FORD

Screen play by Frank Nugent
as suggested by The Saturday Evening Post
story "Massacre" by James Warner Bellah
AN ARGOSY PICTURE
Released thru RKO Radio Pictures, Inc.



A real picture and a great one
cavalrymen . . . their women .



JOHN WAYNE
as Capt. York



HENRY FONDA
as Colonel Thursday



SHIRLEY TEMPLE
as Philadelphia Thursday



PEDRO ARMENDARIZ
as Sergeant Beaufort



WARD BOND
as Sergeant O'Rourke



GEORGE O'BRIEN
as Capt. Collingwood



VICTOR McLAGLEN
as Sergeant Mulcahy

OF THE FRONTIER!



It's got sweep and scope, human scenes straight from the shoulder. There are long, lean fighting... humor. You can smell the heat and the dust. In other words, this is motion picture!



ANNA LEE
as Mrs. Collingwood



IRENE RICH
as Mrs. O'Rourke



DICK FORAN
as Sergeant Quincannon



GUY KIBBEE
as Dr. Wilkins



GRANT WITHERS
as Meacham



MAE MARSH
as Mrs. Gates



and introducing
JOHN AGAR
as Mickey O'Rourke

Unknown 3 years ago – today B•B is the world's largest selling pen

A REVOLUTION in the pen industry! Most quality pens have always sold at \$5 to \$15. But war-developed precision tooling and mass production methods make it possible for B•B craftsmen to fashion a distinctive, dependable ball pen that sells for only 98¢.



1 SHOULD THE B•B PEN BE SOLD AT A HIGHER PRICE?

B•B's decision was to make many pens at small profit instead of fewer pens at a large profit. Office workers, school children, laborers and executives are buying one million B•B pens every month.



2 NO BETTER WRITING MECHANISM has ever been made at any price. Ball floats inside tip with microscopic tolerance...rolls and writes freely. Won't skip, scratch, clog or blot.



3 IT'S A WORKING PEN that's dependable every time. Writes as easily as a pencil, writes at any angle, writes far smaller figures than a conventional pen.



4 EXCLUSIVE B•B "PERMA-DRI" INK needs no blotting, rolls on dry. Every cartridge contains enough ink to write a line 18 miles long. Get yourself a B•B pen today.



Guarantee

Compare the B•B with any other pen, regardless of price. You'll agree it's the finest writing pen you've ever tried. Every B•B pen is given a mechanical, visual and writing check before leaving the factory. *Every pen is backed by an all-time service guarantee.* B•B Pen Company, Inc., 6245 Santa Monica Blvd., Hollywood 38, California. B•B "PERMA-DRI" Ink Refill Cartridges... 49¢ Fit any model B•B pen... 10 seconds to install.

Good for 6 months' average use.
Copyright 1948 by B•B Pen Company, Inc.



B•B 98¢

TOP: "Executive" model. Gold type or chrome cap. BOTTOM: "VP" model. Pocket or purse size in pastel colors. Chrome or gold type cap. A third selection is the "Retractable" model. Plastic or chrome top.



SINGER PEGGY LEE LEANS ON A STACK OF RECORDS OF HER HIT TUNE "MANANA." THIS RECORD ALONE SHOULD BRING IN \$75,000 IN ROYALTIES IN 1948

BUSY SINGER

Peggy Lee, radio and nightclub star, also composes hit tunes

Six years ago in a New York theater the sultry singing voice of Peggy Lee (above) proved so irresistible to an impressionable male listener that he clambered over the orchestra pit and chased her all around the stage. This never happened again, but since January the same voice has helped sell more than a million copies of Miss Lee's most popular recording, *Mañana*. This is a double source of pride to Miss Lee because with her husband, Guitarist David Barbour, she also wrote the tune.

Now 27 years old, Miss Lee is one of the busiest popular singers in the U.S. Besides collaborating with Barbour on other hit tunes like *It's a Good Day* and the score for an animated puppet film (p. 102), she appears with her husband in nightclubs and theaters and is featured on Jimmy Durante's radio show. Between times Miss Lee sees as much as she possibly can of her 4-year-old daughter, Nicki (p. 104). When she cannot, Nicki plays herself to sleep with one of her mother's records.

\$1.00 Value for 75¢
...if you act quickly!



You can save twenty-five per cent on the regular sizes of these famous shaving preparations—by acting now. They're the modern products of 108 years' experience. Each year, they are used by more and more men . . . over twice as many now as before the war.

Here's what you get...

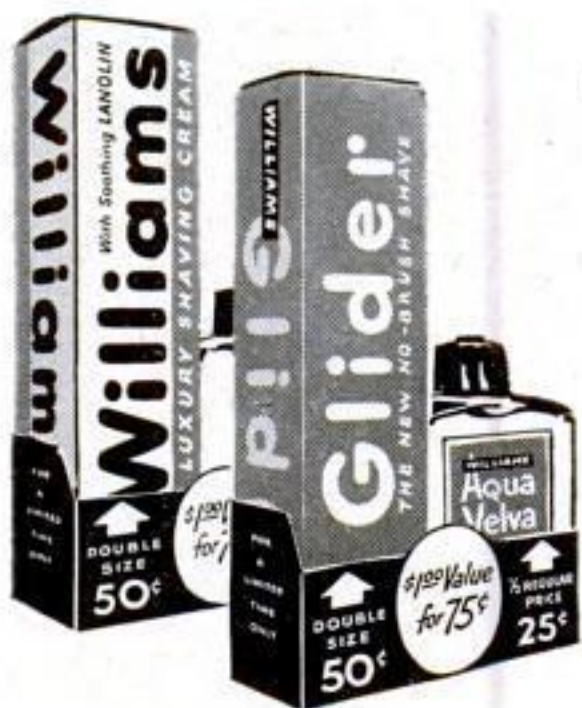
You save 25% on these famous preparations....You get the regular sizes

50¢ { Williams "Luxury" Shaving Cream—double-size
 ...or if you prefer brushless shaving
 Glider ... "no-brush" shave—double-size
 plus ...

50¢ { Aqua Velva—full-size bottle

\$1.00 VALUE...Yours for 75¢

It's a bargain in shaving luxury! You can save twenty-five per cent on these nationally famous products—you get the *regular* sizes, enough for more than three months' use. The supply is limited, so don't delay. Get this money-saving combination today at any drug or toilet-goods counter.



Busy Singer CONTINUED



WITH JIMMY DURANTE on his radio show, Peggy Lee sings a torchy ballad. Remarks Jimmy, "If I'm going to sleep, here is the girl I'll dream about."




WITH HUSBAND in Ciro's nightclub in Los Angeles, Peggy sings *Trouble Is a Man*. One woman went to the club nightly for three weeks to cry over song.



PUPPETS are characters in a movie called *Tom Thumb*, for which Peggy and her husband are composing all the music and lyrics. Peggy also sings in the film.

CONTINUED ON PAGE 104



De Luxe:
specially
elegant...
uncommon.

WEBSTER

*Walker's DeLuxe is a straight Bourbon whiskey, aged
in the wood, elegant in taste, uncommonly good—a Hiram Walker whiskey.*

Hiram Walker & Sons Inc., Peoria, Ill. 86 Proof, 6 years old

Copyrighted material

This year
make a beauty
of yourself



Now you'll want to look delicate and delicious with the most flawless complexion you've ever had. Gone—slap-dash cosmetic habits. Rediscovered—the marvelous Luxuria-care that Harriet Hubbard Ayer so carefully plans for you.

- ★ Start flawless complexion care with frequent Luxuria cleansing. 1.00*, 2.25*, 3.50*.
- ★ Follow with Skin Lotion to quicken your skin to a wide-awake freshness. 1.00*, 1.75*.
- ★ Before bed, smooth on Beautifying Face Cream for the pretty-as-porcelain look. 1.00*, 1.75*, 4.50*. *Plus Tax

HARRIET
HUBBARD

Ayer

LUXURIA LENGTHENS YOUR LOVELIEST HOURS

Result—You didn't know
you were such
a beauty!

Busy Singer CONTINUED



PEGGY PUTTERS with primroses in the garden of Hollywood Hills home while her husband works on a song. Collie is an adopted stray named Banjo.



PEGGY COACHES her 4-year-old daughter Nicki, playing in a family ping-pong match. The child inspired a song written by her father called *Forever Nicki*.



NICKI'S GOODNIGHT KISS lands on mother's nose. She is usually sung to sleep with Miss Lee's favorite lullaby, a tune called *Soliloquy* from *Carousel*.

GET AN EXTRA BEDROOM... BEAUTIFY YOUR LIVING ROOM TOO!



BY DAY

Your Hide-A-Bed—upholstered in rich and durable new fabrics—is a beautiful new addition to your living room. There's luxurious comfort in every inch of it. And those smart, tasteful lines are built to stay neat, trim-looking for years and years to come.



BY NIGHT

See how your Hide-A-Bed turns into a *big* double bed. A bed with a genuine, *full-size* Simmons inner-spring mattress! Opens, closes so simply, too. And so cleverly built, you can leave sheets, blankets on, fold it away already made up. What a timesaver!

A STYLE FOR EVERY TYPE OF ROOM



Lawson



Mayfair



Chippendale



Tuxedo

Hide-A-Bed*—Made Only By Simmons—Makes One Room Serve As Two

Overcrowded?—Here's the sofa bed you've been waiting for! It saves space *and* beautifies your home besides!

It's the famous Hide-A-Bed made only by Simmons. So ingeniously designed you can actually fold away this sofa bed already made up! Just leave sheets and blankets on!

That's only one reason you want Hide-A-Bed—the *very finest* sofa bed made. Here are the rest:

Hide-A-Bed is the *only* sofa bed that offers you the comfort of a genuine Simmons inner-spring mattress. A full-size, double-bed mat-

tress! 54 inches wide! *Not* just a narrow, makeshift, ordinary sofa mattress!

It's the *only* sofa bed with an all-steel tubular frame—light but sturdy! The *only* sofa bed with a folding mechanism so *scientifically counterbalanced* it almost seems to open and close itself at your direction!

And that's not all. Look at that superb Hide-A-Bed tailoring and upholstery. Not a trace of the big bed inside! You'll be *proud* to own this handsome sofa. \$189.50 to \$279.50, depending upon fabric you select. At Simmons dealers' now. Budget terms.

Only **SIMMONS** makes **HIDE-A-BED**

Other Simmons Quality Products: the Famous Beautyrest Mattress and Box Spring, Electronic Blanket, Deepsleep Mattress, Ace Spring, Babybeauty Crib Mattress

Presteline Electric Ranges Cost Less

* **ONLY PRESTELINE GIVES YOU BOTH! PRESTO DEEPWELL-PRESSURE COOKER AND WEL-COM-UP!**



SIX-QUART PRESTO PRESSURE COOKER. With pressure valve weight it's a pressure cooker. Remove the weight—and it's a mighty useful deepwell cooker! Either way, cooks automatically—heat turns on and off by itself, with split-second timing!

ONLY PRESTELINE GIVES YOU THE WEL-COM-UP that brings up fourth surface cooking unit when you need it. Instantly! Just lift out Presto deepwell-pressure cooker—slide fourth surface unit up and lock in place. No tongs required even when unit is hot.



FOURTH SURFACE COOKING UNIT IN PLACE—ready to cook. This extra cooking unit can be used for automatic cooking—another outstanding Presteline feature. Cooking unit slides down whenever you wish to insert Presto deepwell-pressure cooker.



* **LARGEST OVEN OF THEM ALL!**

Big enough for all your cooking needs. Takes 30-lb. turkey. Cooks 2-day supply of food for 6 grown-ups in just 2 hours. Fully automatic. Turns on and off by itself. Gives you more time for other things.



THE NEW [↑]PRESTELINE DE LUXE

featuring the famous Safety Top! Only Presteline gives you this Safety Top that protects small children from searing burns. Keeps tiny hands safe from hot elements and utensils! Provides new cooking convenience—broad *front* work-space! This is the Presteline that won top awards at recent "beauty contest" conducted by leading design engineers. Gives you choice of Wel-Com-Up and Pressure Cooker described at left—and four top arrangements, **Safety Top**, **Divided Top**, **Cluster Top** (with deepwell) and **4-Unit Top** (four surface units).

* **THE BIGGEST STORAGE COMPARTMENT!**

So large, Presteline is virtually a combination range and kitchen cabinet! Keeps pots and pans right at your fingertips. Four half-shelves and six rack positions permit many different arrangements, to suit special needs. Saves hundreds of steps every day. Note handy door rack for spatulas, spoons, ladles.



. Give More...Feature for Feature*

Before you buy, compare them with any other electric range

See the Amazing New 1948 Presteline Automatic Electric Ranges—and see what's really new! PROOF! Only the big 40-inch Presteline gives you a choice of four different top arrangements, to meet every need and preference. PROOF! The biggest oven of them all. PROOF! Broil-R-Roaster with 3-position rack,

another Presteline exclusive feature. PROOF! The largest storage compartment. PROOF! Quick heating ThermOrod† surface units. PROOF! Super-fast oven preheating.

See all these years-ahead features—plus prize-winning beauty that brings thrilling new smartness to your kitchen!

THE LUXURIOUS PRESTELINE CUSTOM 8 →

Without question, the most advanced electric range money can buy! It's a dream come true—with two huge automatic ovens, a warming drawer that keeps cooked foods piping hot, high-speed broiling-baking elements, Wel-Com-Up that combines automatic Presto deepwell-pressure cooker and automatic surface cooking unit, two appliance outlets—one automatically controlled. Plus every new and exciting feature that means automatic electric cooking at its finest.



← PRESTELINE STANDARD

model brings quality features and performance to the budget minded! Has same huge oven as other models. Features include two high-speed oven elements, Presteline's largest-of-them-all storage compartment, deepwell cooker and three surface cooking units. Clock and timer unit for fully automatic oven operation optional.



PRESTELINE ELECTRIC WATER HEATERS

Table-top or round, protected against corrosion by ProtectOrod† magnesium anodic rod. From 10 to 100 gallons.

†REG. U. S. PAT. OFF. APPLIED FOR



Automatic Cookery

ALL PRESTELINE RANGES COOK MEALS AUTOMATICALLY AND ECONOMICALLY!

[Phone WESTERN UNION
for name of nearest Presteline dealer]

Presteline

ELECTRIC RANGES AND WATER HEATERS

PRODUCTS OF PRESSED STEEL CAR COMPANY, INC.—SINCE 1898 MAKERS OF FINE STEEL PRODUCTS
PRESSED STEEL CAR CO., INC., DOMESTIC APPLIANCE DIVISION • 666 LAKE SHORE DRIVE • CHICAGO 11, ILL

Amber

Yvonne De Carlo

in Marston Production's

"CASBAH"

A Universal-International Release

Hollywood's new Glamour Shade!



**Pan-Cake* Make-Up
and
Face Powder
color harmonized
to your
natural skin
color tones**

*Amber!... wonderfully beautiful, wonderfully different
... a flattering, glamorous new color tone created
by the genius of Max Factor Hollywood in both Pan-Cake
Make-Up and Face Powder. Whatever your natural
skin tone there's an Amber shade for you... a dream color
to give you new radiant beauty. New glamour awaits
you tonight. Choose the shade of Pan-Cake
Make-Up and Face Powder for your skin color tone...
see for yourself how much lovelier you will look.*

AMBER NO. 1

FOR FAIR AND CREAMY SKINS

AMBER-ROSE

FOR MEDIUM SKINS

AMBER NO. 2

FOR DEEP OLIVE SKINS

ALSO NINE OTHER COLOR HARMONY SHADES AVAILABLE



*Pan-Cake (trademark) means
Max Factor Hollywood Cake Make-Up

Max Factor * Hollywood

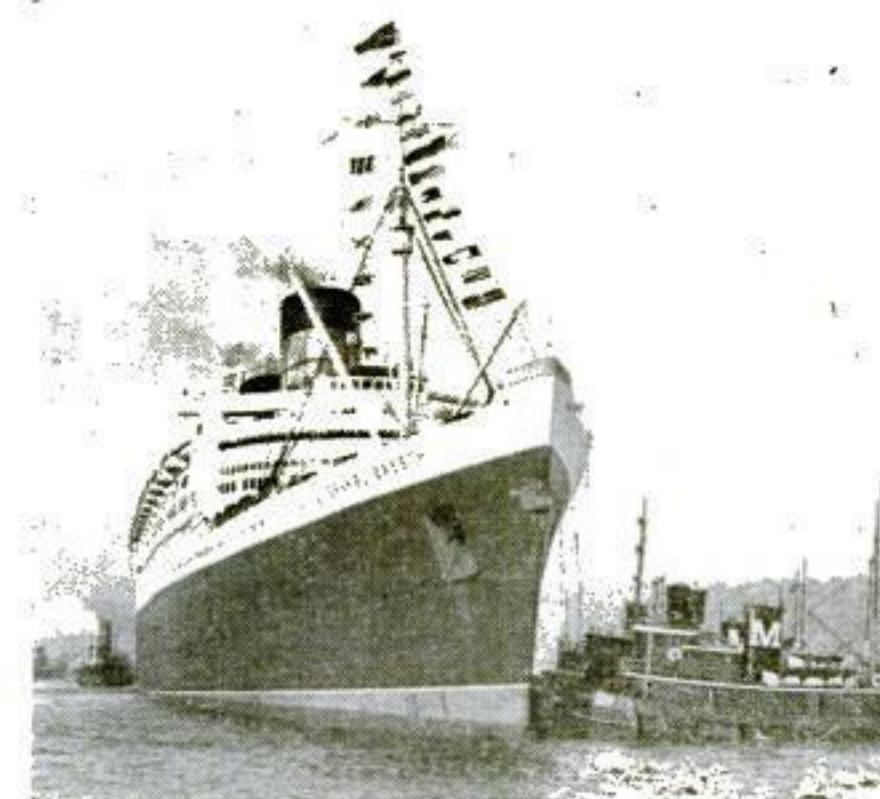
Color Harmony Make-Up... PAN-CAKE BRAND MAKE-UP • POWDER • ROUGE • LIPSTICK

Captain of the Queen

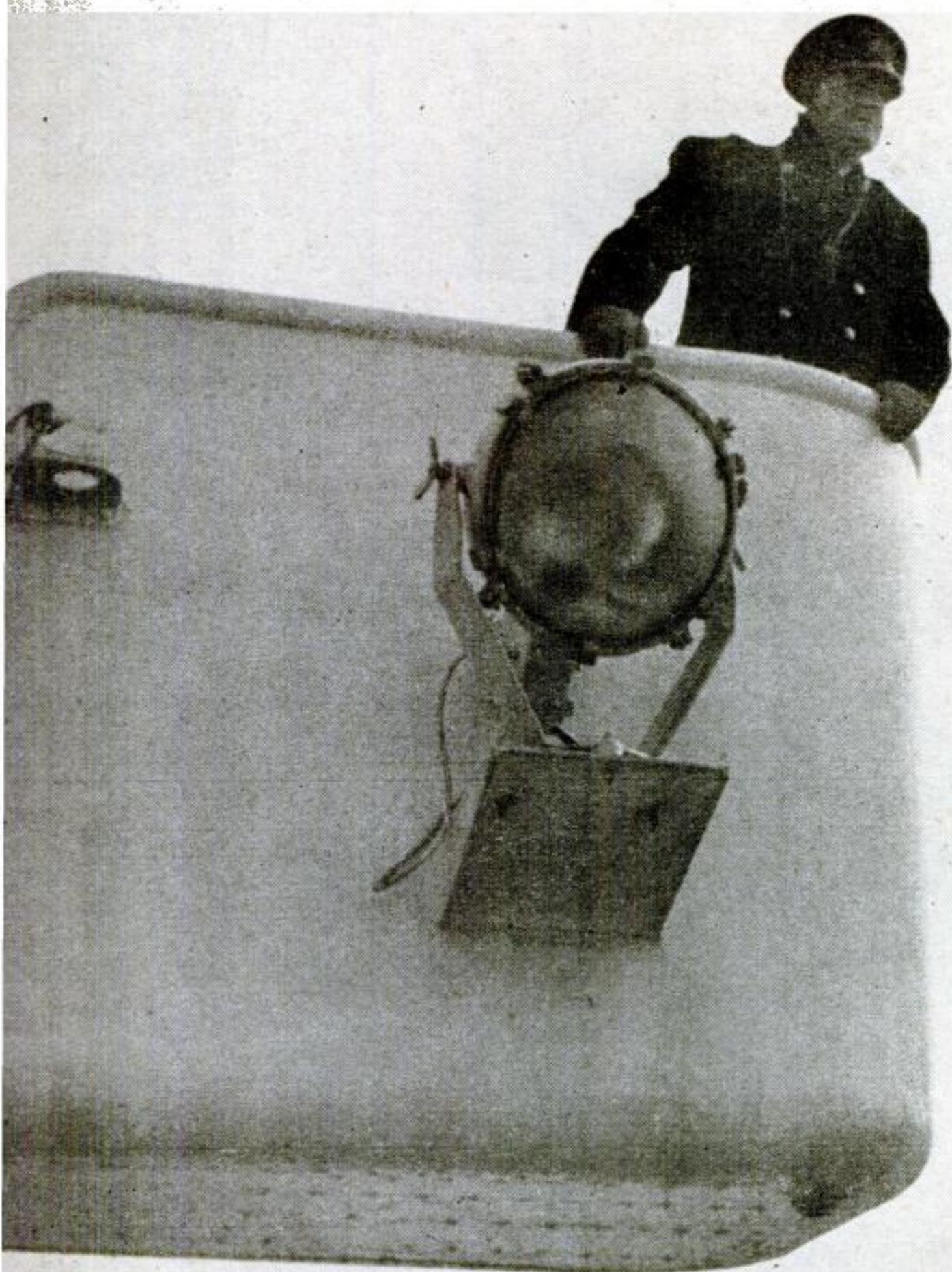
"ELIZABETH'S" MASTER IS A KING AFLOAT

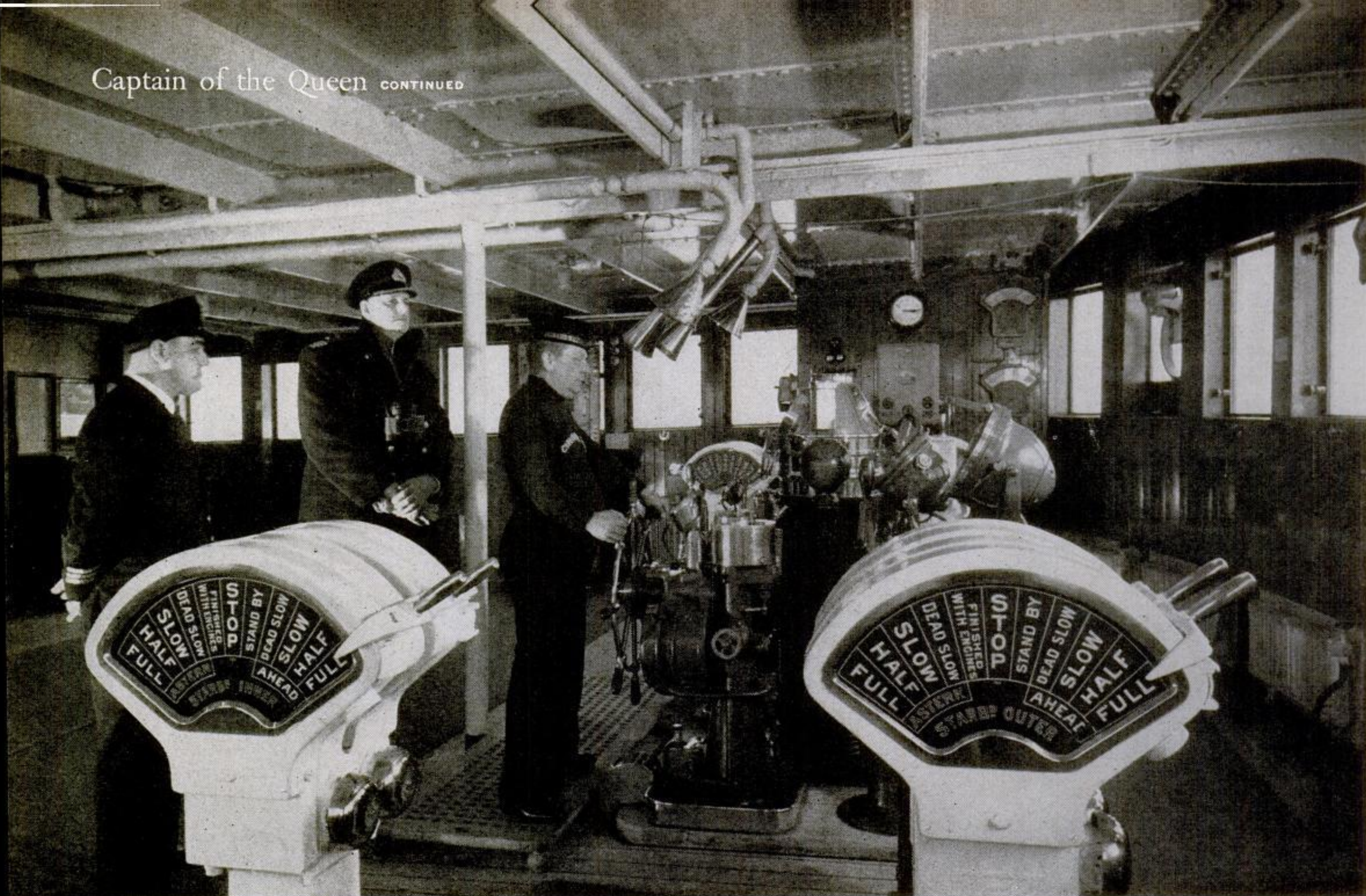
Every 15 days at slack water in New York Harbor, Captain Charles Musgrave Ford takes his position on the flying bridge (left) of his ship, the *Queen Elizabeth*, and surveys the pandemonium far below him. Through the din of farewells the *Queen*, at his command, is slowly eased into the stream of the Hudson River. Fifteen minutes later the little tugs drop away. With a booming, three-whistle salute to New York City, Captain Ford maneuvers his 1,031-foot-long liner, largest in the world, through the harbor, past the chugging ferries, tootling barges and wallowing tankers, out to Ambrose Lightship. There the pilot clambers down into his bobbing cutter. The *Queen Elizabeth* is under way, bound out for Southampton.

Once again Captain Ford is absolute monarch of a floating domain of some 2,260 passengers. Once again he is responsible for their lives in any peril, responsible to the Cunard White Star Line for bringing the big *Queen* safely home, responsible to Great Britain for protecting the maritime supremacy that the *Queen Elizabeth* and her sister ship the *Queen Mary* maintain for their country. More than 1,290 officers and men serve him, all reared in a tradition of good seamanship. But only Captain Ford is master of his ship's fate. On the bridge two and a quarter hours after leaving Pier 90, he watches Ambrose Lightship, the last link with the American coast, slide over the horizon. Now the *Queen Elizabeth* is alone on the open Atlantic; and Captain Ford is alone with his ship.



"ELIZABETH" is so tremendous that when Captain Ford stands on flying bridge (left) he appears as a minute dot on the ship's superstructure (above).





THE WHEELHOUSE is where Captain Ford gives his commands to quartermaster. The wheelhouse has every modern device—"telegraphs" (foreground) to

signal engine room; gyrocompasses, and "Metal Mike," the gyropilot, to keep the *Queen* automatically on her course; even twin wheels in case one breaks down.

Duties THEY CENTER ON THE BRIDGE

By the time the red sun has risen out of the sea, Captain Ford is already busy with the routine of commanding his men and keeping his *Queen* impeccably shipshape (below). Most of this routine centers on the bridge and its wheelhouse (above), nerve center and sanctum sanctorum of any ship. Here in the atmosphere of clicking wheels, with the sunshine sparkling off the water and the sea rolling beneath him, the

Captain employs at least 10 modern navigational aids to do the once laborious work. But despite them all he can still feel the old sailor's satisfaction of a ship responding to his commands while he keeps her steady as she goes. After a few hours in the wheelhouse Captain Ford is finally prepared to descend to his quarters and face the "important people" it is his duty to entertain every evening (opposite page).

INSPECTION TIME



SPOTLESS SILVER is checked by Ford. Inspection, in unannounced areas, is made each morning.



SPOTLESS KITCHEN for the first-class passengers is inspected next while the chefs carve up lamb.



SOOTY RAIL, which spots Captain Ford's finger, leads to a harsh dressing down for bo'sun (center).



THE CAPTAIN'S TABLE, social focus of ship, is reserved for only six important guests throughout the voyage. These six are (clockwise from Ford) the Right

Hon. Lady Ennisdale, the Right Hon. Lord Ennisdale, Mrs. Ian MacDonald, Mr. Ian MacDonald, Captain H. Harrison-Wallace and Mrs. H. Harrison-Wallace.

"Guests" ONLY SELECT MEET CAPTAIN

A very few people who make the crossing aboard the *Queen* graduate from "passenger" to "guest" by receiving a card inviting them to cocktails in the Captain's quarters. Those who make the grade discover that besides being a good sailor Captain Ford also manages to be a well-blended combination of suave diplomat and amiable old salt. Ambling among the guests with his rolling gait, his massive head nearly scraping the

upper deck, he is puckish and avuncular without once forgetting his reserve or dignity. After the guests have left and the music from the *Queen's* Observation Lounge filters up to him, the Captain turns back to his lonely work on the bridge, unruffled by the social whirl he has just been through, calmly self-assured, the perfectly poised Briton who has been constantly on his good behavior for more than 30 years.

COCKTAIL TIME



REX HARRISON, British movie star, is invited to Captain's cabin. Harrison traveled with own valet.



PEGGY CUMMINS, Hollywood actress, charms the Captain at one of the cocktail parties in his cabin.



MRS. DAVID NIVEN, the movie actor's new Swedish wife, meets Sir Thomas Beecham at party.





OVER THE BOW a wave sweeps down deck as the *Queen* slices through a high sea. Sometimes waves reach Captain's porthole, 80 feet above waterline.

Storms

WILD SEAS LASH SHIP

On some voyages, especially in winter and spring, Captain Ford is barely out of sight of land before he is heading into a storm. But like any good blue-water sailor he can feel it in the salt air even before his sensitive instruments record it positively. The water changes color slowly, imperceptibly to the landlubber, until it is like polished black marble; the foaming breakers turn even purer white; the ship's roll shifts a little; then the gulls disappear, no one knows where. That is the final sign. Captain Ford gets ready.

Within hours the *Queen* is in the midst of it. The wind, head on and bitter with salt spray, sends shrieks from the stays and moans from the bigger cables. The waves, hitting the bow (above) with their continuous smash-thump, sweep the deck, sending the bravest passenger below. Up in the wheelhouse the Captain, bundled in a jacket topped by a sou'wester, slows the *Queen* down as she pitches through the sea. Sometimes when she noses into a deep trough her propellers lift out of the water and the whole ship quivers. Except for a few quick naps and an occasional pot of searing coffee (inset), the Captain stays on his bridge, peering through the spray for drifting fishing schooners, floating mines or the half-submerged derelicts that storms always stir up. Then, behind schedule, he finally guides his ship through the harbor. The *Queen* is safely home.



DURING LULL Captain relaxes over a magazine and a spot of coffee.

← ROILING WAKE makes angry scene aft of bridge as the wind bats tops off the waves. This picture was taken during worst storm Ford had seen this winter.

Luck!



**DOUBLE
ACTION
PENNZOIL**
MOTOR OIL
**FLows FAST
STAYS PUT**



IN THE BARBERSHOP Captain Ford gets weekly hair trim. *Queen* has five barbers, all experienced at shaving their customers despite a heavy sea.



THE CAPTAIN'S "TIGER" (ship slang for his steward) is Rupert James. He is combination of valet, errand boy and the best bartender on the ship.

Fresh as a breeze!



You have odorless freshness every time because Sani-Flush gets toilet bowls really clean. Works chemically. Disinfects. Ugly stains and germ film go—without scrubbing. Just sprinkle Sani-Flush and take the guess out of toilet bowl sanitation.

Safe in all toilet systems—works in hard or soft water. Your grocer has it. Two sizes. The Hygienic Products Co., Canton 2, Ohio.

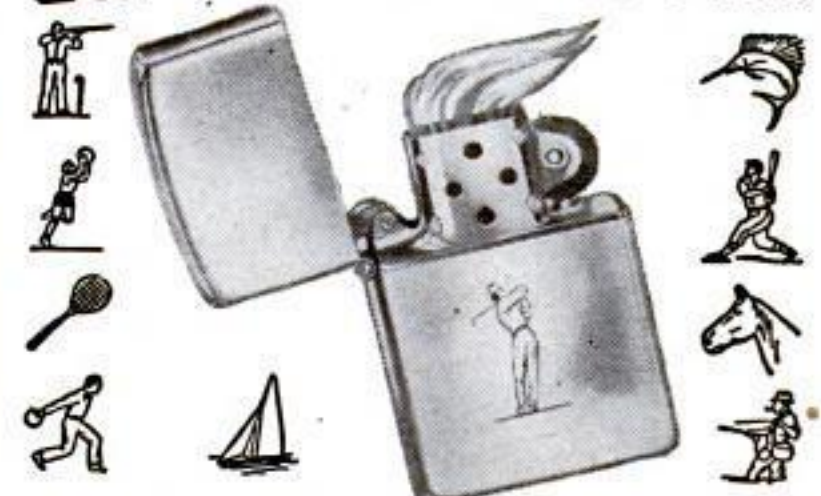
Sani-Flush

KEEP
TWO CANS
HANDY



26,000,000 Americans now read *LIFE* every week. This represents an increase of 15% over *LIFE*'s previous weekly readership of 22,550,000.

ZIPPO - THEY WORK



Your favorite sports design engraved on a **ZIPPO** Lighter—brush finish \$3.25

Initials or signature on reverse side \$1 extra

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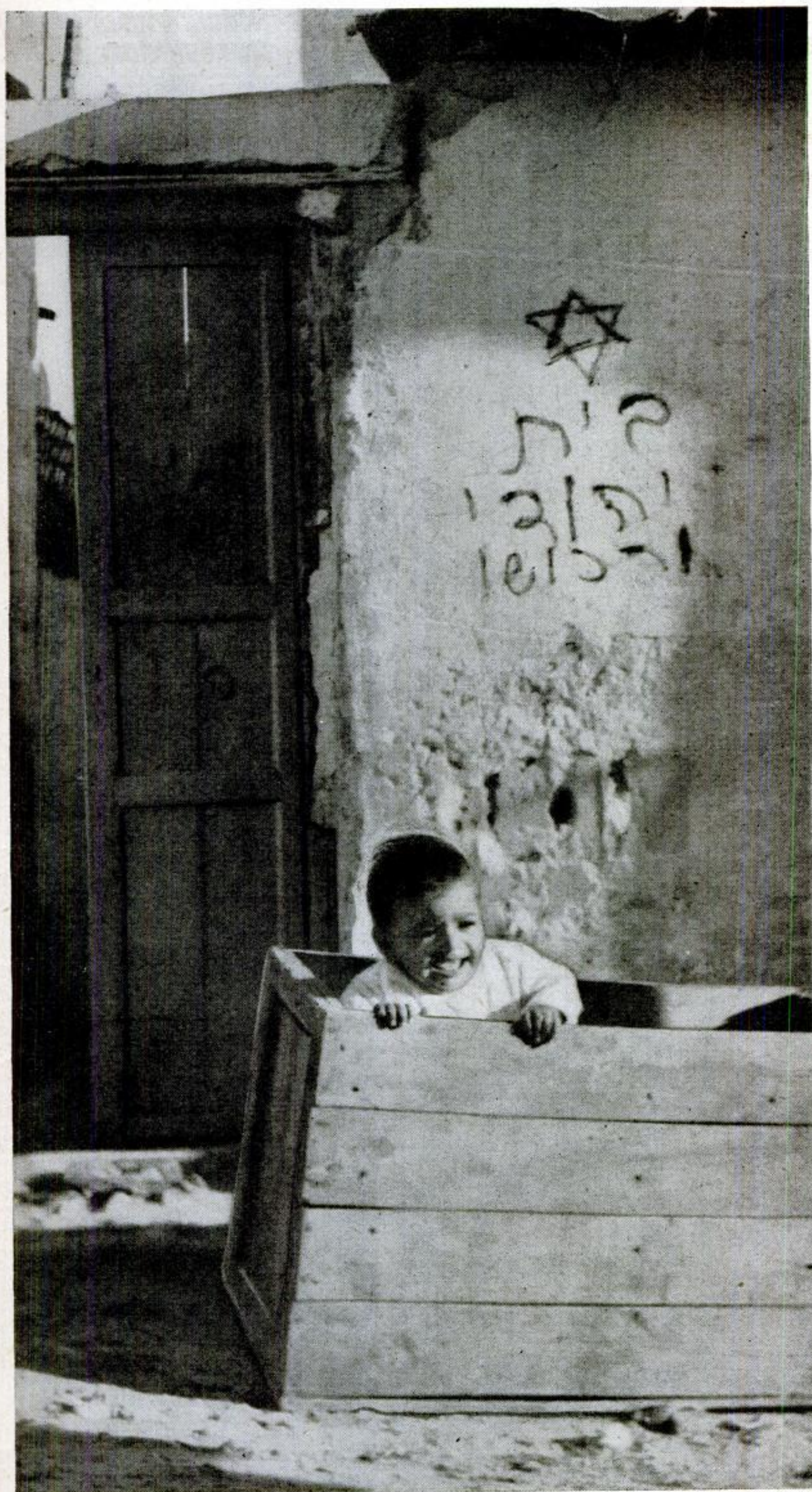


Photo taken in Palestine recently. The father of this child had to leave to defend his home against marauders. Prior, From Three Lions Inc.

Where's Daddy?

Hold on a little longer, son!

Daddy will be back soon. He's busy right now. Busy defending your birthright — busy defending your country.

You have a country now, baby. The nations of the world have given you, at last, a place to live. Your birthright took 2000 years to win.

So be brave, baby. We're with your father. We'll see that you don't lose this little place in the sun you call your own. You won't know the inside of a barbed wire cage or a ghetto, like your father did. A part of Palestine is yours. Hold on a little longer!

We'll send food, clothes, medicines, doctors, hospitals, schools — all the money and the means necessary to insure your future and the future of your country. And we'll send them, too, to those of your father's family who are still alive and waiting in Europe.

We won't let you or your father down.

We'll give, give, give! We'll give not only in charity's name. We'll give as big as the cause, because this time we're making history with our dollars. Because this is the year of your deliverance...this is the year of destiny!

WHAT MUST BE DONE IN 1948...

1. Supplementary aid for 250,000 displaced Jews in Germany, Austria, Italy and Cyprus.
2. Relief, rehabilitation, and reconstruction for one million Jews in Eastern and Western Europe.
3. Immigration and reception in Palestine of 75,000 homeless Jews, including 24,000 children.
4. Housing, retraining and settlement for the newcomers in Palestine.
5. Reception and adjustment of refugees who will enter the United States in 1948.

1948 Destiny Campaign **UNITED JEWISH APPEAL** for **\$250,000,000 minimum**

For the Relief, Rehabilitation and Resettlement Programs of
Joint Distribution Committee, United Palestine Appeal and United Service for New Americans
165 West 46th Street, New York 19, New York

Henry Morgenthau, Jr., General Chairman

Never neglect a kitten scratch



The tiniest injury can become infected. Never take a chance!

Cleanse the injury properly. Then put on BAND-AID, the adhesive bandage whose quality you can trust.

It comes to you sterile. Keeps out dirt. Helps prevent infection, avoid irritation.

Caution: Remember, not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

More doctors recommend BAND-AID than all other adhesive bandages combined.



ON LAND Captain Ford puts on his "civvies" and rolls down High Street in Lyndhurst with his dog Blanco. Now 61, Ford plans to retire on his pension in two years and settle down with his wife in his home town of Fleet. But despite his British reserve, Captain Ford admits frankly that he does not like to think of the first time he will have to stand on the pier at Southampton and watch the *Queen Elizabeth*, hull down on the horizon, going away without him.

NEWS FROM HOLLYWOOD...

for
FALSE TEETH WEARERS!

8 OUT OF 10 SCREEN PLAYERS WHO TESTED NEW COLEO PREFER IT!



NEW COLEO CLEANS FALSE TEETH
Really Clean!

Million-dollar Hollywood smiles often mean costly plates and dentures. Coleo's exclusive ingredient that "fizzes" away film and surface stain in minutes made a big hit! No brushing! False teeth gleam. The taste is fresh, delightful. No danger of offensive breath from dentures. Nor does it fade them. Try Colgate-Palmolive-Peet's new Coleo for cleaner plates and dentures.

NEW "FIZZ" TYPE
CLEANSER FOR
FALSE TEETH



ROTH CREATIONS



FOR
INSTANT
BEAUTY...

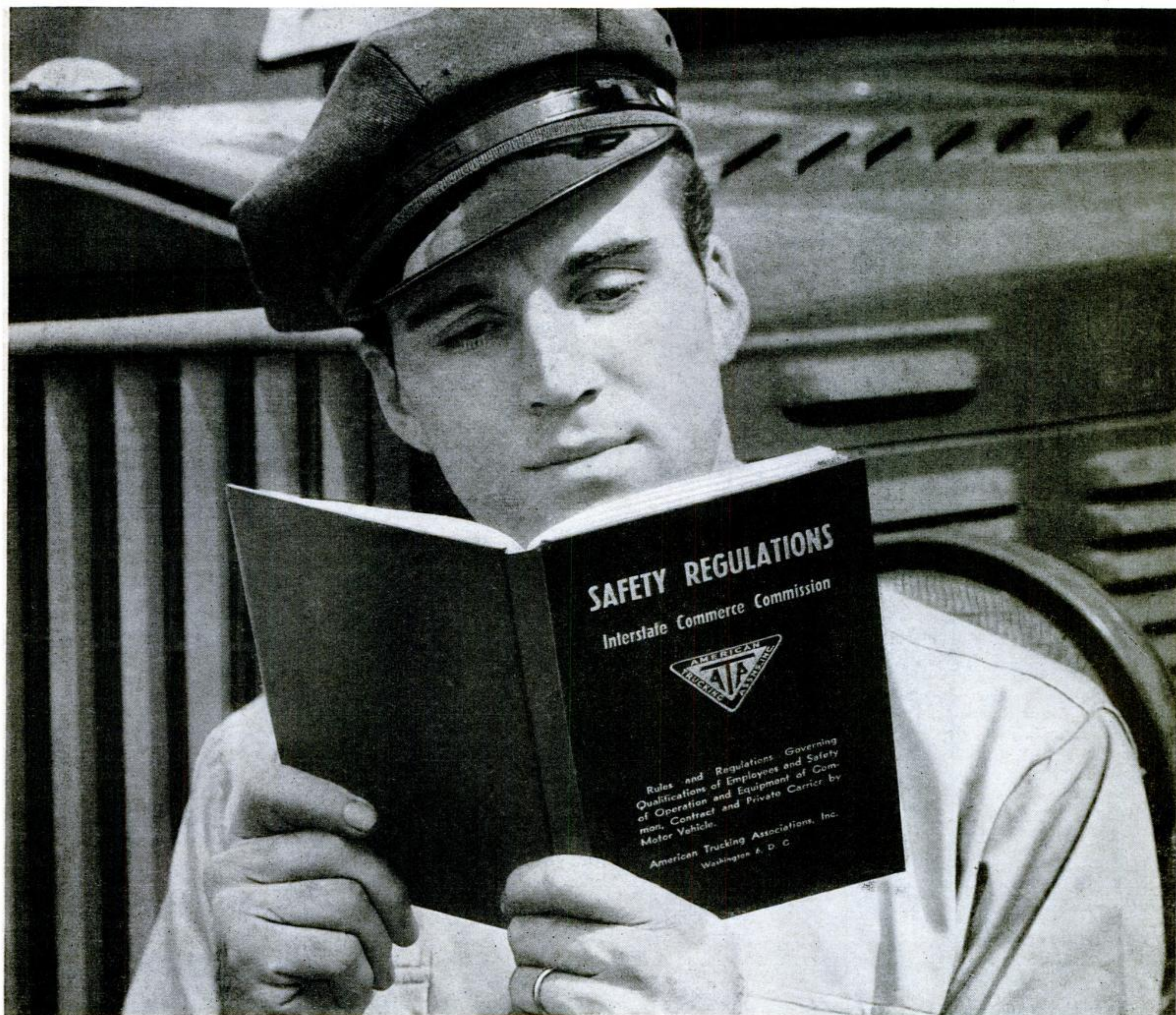
Your figure can be beautiful regardless of your size or type, thanks to the symmetrical proportioning of Roth Creations. That's what we mean by *Balanced Contour*, an exclusive design principle.



FREE BOOKLET:

Learn how to make the most of your figure!

Royal Worcester Corset Co., Dept. A, 39 W. 34 St., N. Y. 1



Here's one of the stiffest BOOKS OF RULES in the country!

It Protects Your Safety on America's Streets and Highways

When a truck driver climbs on his truck, he becomes a public servant. And as a public servant, his first duty is to *protect the safety of his fellow citizens*.

Even before he has earned the right to sit behind his wheel he has had to pass a series of tests, so difficult that probably not 1 motorist in 10 could pass. Your "Big Brother" of the open road is a *safe* driver. He knows, from

training and experience, that "safety is no accident!"

You know from personal experience how truck drivers dim their lights for you . . . how they let you pass the moment it's safe . . . how they give you every possible "break" to ease your strain of driving.

Since trucks *must* roll, we make it our business to develop the *safest* and most *courteous* drivers in the world!



This target on a truck shows that the company and driver are pledged to *courtesy* and *safety* on the road. They are taking active part in the National Courtesy and Safety Campaign sponsored by the American Trucking Associations.

THE AMERICAN TRUCKING INDUSTRY
AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.



HITLER AND GOEBBELS at the Führer's mountain home gaze out at the snow-capped Bavarian Alps. In the winter of 1941-42 when the Wehrmacht first bogged down

in Russia, snow got on Hitler's nerves so badly that he left the mountains to escape the sight of it. "It is," wrote Goebbels, "so to speak, a case of flight from the snow."

THE Goebbels Diaries

The private papers of Hitler's propaganda minister trace, in two years of World War II, the decline of a Reich that was to last a thousand years

JANUARY 21, 1942

I fear neither a fact nor a person, but only the possibility of losing the war. In times of crisis fear of persons is a most dangerous thing, and there is but one sin, as Nietzsche put it, namely, that of cowardice. It is sometimes much more difficult to be courageous in civilian than in military life.

JANUARY 24, 1942

Roosevelt has played a somewhat unlucky hand in recent weeks. The chief reason is that he can't produce any military victories. If it is true that nothing succeeds like success, it is also true that nothing defeats like defeat.

JANUARY 26, 1942

I have received a report from a commanding general at the northern front which is extraordinarily favorable. The general believes the Soviet Union will collapse in the spring. I am not able as yet to share this optimism.

JANUARY 27, 1942

The U.S. is trying desperately to drag us into a discussion of racial questions, especially in regard to Japan. I have forbidden the German news services even to mention these somewhat ticklish and delicate problems, as I am convinced we can't win any laurels here.

JANUARY 29, 1942

In the evening I had a long talk with my mother who, to me, always represents the voice of the people. She knows the sentiments of the people better than most experts who judge from the ivory tower. Again I learned a lot, especially that the rank and file are usually much more primitive than we imagine. Propaganda must therefore always be essentially simple and repetitious. In the long run only he will achieve basic results in influencing public opinion who is able to reduce problems to the simplest terms and who has the courage to keep forever repeating them in this simplified form despite the objections of the intellectuals.

JANUARY 30, 1942

The Führer recalled that all Englishmen whom he received before the outbreak of the war were in agreement that Churchill was a fool. Even Chamberlain said so to the Führer. The Führer profoundly regrets the heavy losses sustained by the white race in East Asia, but that isn't our fault.

FEBRUARY 1, 1942

Franco has delivered a speech. Franco, as we know, is a bigoted church-goer. He permits Spain today to be practically governed not by himself but by his wife and her father confessor. That's a nice revolutionist we placed on the throne!

The German people ought not to do any complaining. They still have a standard of living that is impossible in any other country of Europe. The home folk have thus far felt the war very little.

FEBRUARY 3, 1942

The Japanese are so cocksure and positive about their prognoses that one can hardly doubt their successes. On the other hand, of course, one

must not fail to observe that the Japanese now and then exaggerate grossly and that their propaganda is very juvenile. Thus, for instance, the navy spokesman declared at Tokyo that the Japanese intend to land on the American continent and march into Washington. I call that pretty strong medicine and claim the Japanese are only hurting their cause by such pronouncements.

I therefore gave orders that grossly exaggerated Japanese news items must not be published in the German press. Mistakes of this type usually occur only at the beginning of a war when the tricks of the trade have not yet been mastered.

FEBRUARY 5, 1942

The Jewish question is again giving us a headache, this time, however, not because we have gone too far but because we are not going far enough. The Jewish question cannot be regarded as solved until all Jews have left the Reich.

FEBRUARY 11, 1942

The fact that Cripps proclaimed Berlin as the future capital of Bolshevism is, of course, grist for our mill. The German public likes to read that sort of thing. There are always nitwits on the other side who throw us the ball whenever we want it. All we have to do is to hold up our hand, and a propaganda ball flies into it from the enemy side.

FEBRUARY 13, 1942

At noon I was a guest at the Führer's. He gave a small luncheon in honor of Quisling. As to Quisling, he developed very naive ideas in his talk with the Führer, as the latter confided to me. He thinks he will be permitted to build up a new Norwegian army, protect the Norwegian harbors himself and finally create an entirely free Norway. That, of course, is very childish. The Führer replied evasively to these claims.

As for myself, I have the impression that Quisling is in fact nothing but a quisling. I can't feel any sympathy for him.

FEBRUARY 14, 1942

The fact that we sailed through the Channel with our three big ships [the *Scharnhorst*, *Gneisenau* and *Prinz Eugen*, from Brest] is today's great sensation in London. People act as though they were stunned.

The Führer continues to have the greatest admiration for the Japs. They prepared everything secretly. We have now heard that Kurusu and Nomura negotiated in Washington without having the faintest idea as to what the Japanese war leaders were planning. That's a good thing. When you are gambling for the existence of your own people you should employ all methods of a tricky and superior war strategy. It means, of course, that Kurusu and Nomura played an exceedingly ludicrous role, but that is of less importance. There is no doubt that one does best if one keeps the diplomats uninformed about the background of politics.

FEBRUARY 17, 1942

For the further progress of the war we cannot possibly think of a prime minister who would be better for us than Churchill. Churchill's strategy is so shortsighted that he will certainly lead the empire from one reverse into another. Let us therefore rejoice that he continues at the head of the world

HERE'S NEWS!

washable cotton taffeta
with a satin overplaid
by DAN RIVER



DAN RIVER developed this cotton fabric to enrich the new way of fashion...took yarn-dyed cotton taffeta and topped it with a shiny satin overplaid. It's Sanforized*, vat-dyed. Dan River Mills, Inc., Danville, Va.

Carole King dress in wine with apricot and blue, deep green with blue and wine, brown with gold and blue. Sizes 9 to 15. About \$15.00 at Marshall Field & Co., Chicago; Scruggs-Vandervoort-Barney, St. Louis; Joseph Horne Co., Pittsburgh; Hudson's, Detroit; D. H. Holmes Co., New Orleans.

*Fabric shrinkage less than 1%



SON GOEBBELS listens to his mother, "the voice of the people." From such talks he learned that effective propaganda must be "simple and repetitious."

GOEBBELS' DIARIES CONTINUED

empire. If the empire is to be laid to eternal rest anyway, it is comforting to have an experienced grave-digger at hand.

MARCH 5, 1942

It cannot be denied that we are facing far more difficult problems during the third year of war than we could even conceive of during the first year.

MARCH 6, 1942

Seldom, I believe, in our generation has spring been awaited so fervently as the one now in the offing. We Germans and untold millions of human beings in the rest of the world expect the decision to come during this spring and summer.

MARCH 7, 1942

I read a detailed report from the SD [Nazi secret security service] regarding a final solution of the Jewish question. There are 11 million Jews still in Europe. They will have to be concentrated later, to begin with, in the east; possibly an island such as Madagascar can be assigned to them after the war. In any case there can be no peace in Europe until the last Jews are eliminated from the Continent.

That, of course, raises a large number of exceedingly delicate questions. What is to be done with the half Jews? What with those related to Jews? In-laws of Jews? Persons married to Jews? Evidently we still have quite a lot to do, and undoubtedly a multitude of personal tragedies will ensue within the framework of the solution of this problem. But that is unavoidable.

MARCH 10, 1942

To think what questions of domestic politics are laid before one in the course of a day! Should dancing girls be inducted into the Women's Labor Service? If one doesn't do it, they fail to get the necessary Nazi indoctrination; if one does they become fat and ungainly and unfit for the dancing profession. We are now trying to put the dancing girls through special courses and, while organizing them as in labor service, to give them a type of work to do that will not disqualify them for their profession.

MARCH 11, 1942

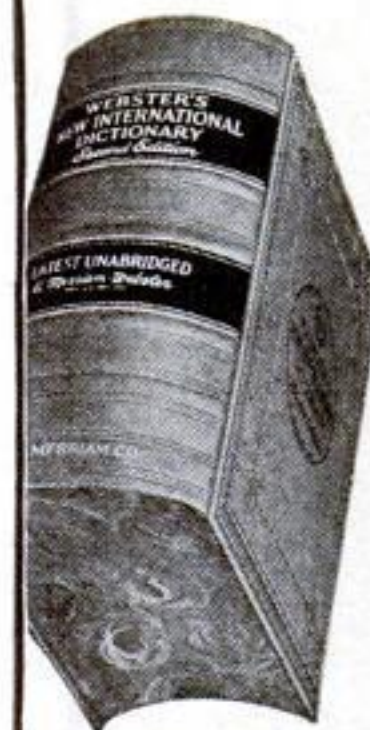
Cripps made some further statements in which he attempted to whitewash Bolshevism. He expressed his unqualified admiration for Stalin and predicted certain victory for 1942. Cripps published these statements in a series of replies to 20 questions laid before him by the American periodical, LIFE. He indulged in a few turns of speech which, with minor corrections, we can use for exceptionally effective propaganda. . . .

MARCH 16, 1942

The enemy is now making use of horoscopes in the form of handbills dropped from planes, in which a terrible future is prophesied

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in courts, schools, homes,
newspapers and Government offices

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You may have had to wait for a copy of WEBSTER'S NEW INTERNATIONAL DICTIONARY, Second Edition. Now, however, more copies are reaching your dealer. See him today. The MERRIAM-Webster contains 3,350 pages, illustrations for 12,000 terms, and a total of 600,000 entries—122,000 more than any other dictionary. It is the only unabridged dictionary completely revised and rewritten in three decades.
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26,000,000 Americans now read
LIFE every week. This represents
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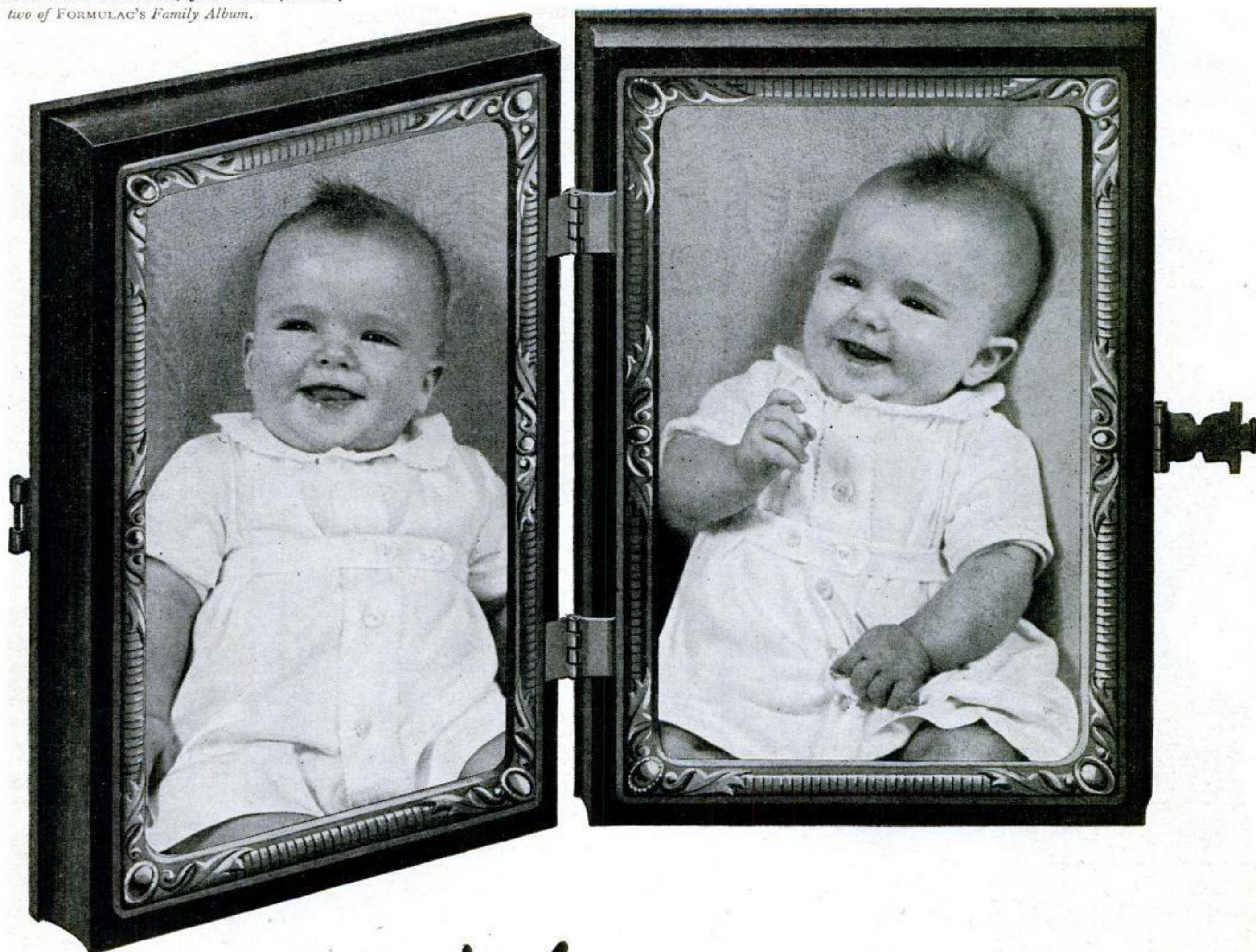


Save food! Wrap
left-overs in waxed paper.
Waxed Paper Institute, Inc.

Undies and
Sleepers
Hi-Chair to Hi-School
Nazareth

CONTINUED ON PAGE 122

Robert and Richard Gusé, of McPherson, Kansas,
two of FORMULAC's Family Album.



Two in types

Every new baby is a special feeding problem. With twins, the problem is doubled. But these handsome youngsters were fed on FORMULAC Infant Diet, under their doctor's orders, and they thrived on it.

Many doctors are prescribing FORMULAC for their own children, as well as for babies under their care. As one doctor writes: "I have used FORMULAC on both my own baby and my patients and am very well impressed with it. This is the best infant preparation from all points of view that has come on the market."*

Why is FORMULAC different from other infant foods? This unique product (in liquid form, for mothers' convenience) contains not only concentrated milk, but *all the vitamins and minerals an infant is known to need*. It is an ideal formula basis for both normal and difficult feeding cases.

Because the vitamins are in the milk itself, no cod liver oil or orange juice is necessary with FORMULAC. Simply add water and sugar, as your doctor directs, for a complete infant diet.

With FORMULAC, baby is sure of getting his necessary vitamins, in adequate amounts. Moreover, it's thriftily priced—and available in drug and grocery stores everywhere.

Speak to your doctor about FORMULAC. He'll tell you it has been clinically tested and proved—that it has the acceptance of the Council on Foods and Nutrition of the American Medical Association—and that it is the modern way to adequate infant nutrition.

For further information about FORMULAC, drop a card to National Dairy Products Co., Inc., 230 Park Avenue, New York 17, N. Y.

YOUR DOCTOR AND YOUR BABY

In baby's life, the doctor is second in importance only to the mother. More babies are alive and well today because doctors have found better ways of caring for them, protecting them against disease, feeding them. Your doctor is always ready to give you the benefit of his training and experience in caring for your child. Follow his direction at all times.



Formulac is a product of National Dairy Research, distributed by Kraft Foods Company

*For ethical reasons, we cannot include this doctor's name in advertising. His letter is in our files.

for the German people. I am having counterhoroscopes worked up which we are going to distribute, especially in the occupied areas.

MARCH 19, 1942

Whether we shall succeed during the coming spring and summer in defeating the Bolsheviks—this no man can say. We know what we have and what we must risk, but we don't know what the Bolsheviks have and what they can risk. The victor will always be the one who has the greater amount of courage and the stronger nerves. It is we without a doubt who have both.

MARCH 20, 1942

The Führer's appearance of being healthy is somewhat misleading. The superficial impression is that he is in the very best physical shape. In reality that is not the case, however. In our intimate talk he told me that recently he has been somewhat ailing. From time to time he has had to fight off severe attacks of giddiness. The long winter has affected his spiritual condition in a way that has left its mark.

The Führer's opinion about various leaders of the Wehrmacht has changed fundamentally during the past winter. He does not think so much of the generals as he used to. He has nothing but contempt for many of them. He described to me how close we were during the past months to a Napoleonic winter. Had he weakened for only one moment, the front would have caved in and a catastrophe ensued that would have put the Napoleonic disaster far into the shade. The Führer, incidentally, has rather high regard for the Soviet war leadership. Stalin's brutal hand has saved the Russian front. I told the Führer how wonderful it is to imagine peacetime again. He feels the same way.

The Führer is full of admiration for the Japanese army. Aside from that, however, he naturally views the strong ascendancy of the Japanese in eastern Asia and the recession of the white man with certain misgivings.

At 8:30 p.m. I had to leave. A long, dreamless sleep. When we arrived in Berlin toward noon, the capital was once again enveloped in a white robe of snow. Not a sign of spring anywhere. Winter has again returned.

MARCH 21, 1942

I received a report about the latest developments in German science. Research in the realm of atomic destruction has now proceeded to a point where its results may possibly be made use of in the conduct of this war. Tremendous destruction, it is claimed, can be wrought with a minimum of effort so that the prospects for a longer duration of the war and for a later war are terrifying.

APRIL 3, 1942

Observers in the U.S. report that there isn't the slightest enthusiasm for the war. Roosevelt has not succeeded in interesting the broad masses at all.

APRIL 4, 1942

The English air raids have increased in scope and importance, and if they can be continued for weeks along these lines, they might quite conceivably have a demoralizing effect on the German population.

APRIL 9, 1942

I find it necessary to start a new campaign for greater politeness in public life. On the streets, in the buses and streetcars, in restaurants and theaters, extremely coarse language has gradually

CONTINUED ON PAGE 125

U. S. GOVERNMENT STATEMENT ON GOEBBELS' DIARIES

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Here's the treasured beauty secret of glamorous stage and screen stars, as well as lovely Pin-Up models: FLAME-GLO keeps lips alive with alluring radiance for hours longer! What's more, a water-repellent film seals the vibrant color tones to your lips... never a blurry edge. For the "New Look" use Fashion Pink, New Flame and Dynamic Red.

Also try these popular shades: Glamour Red, Medium, Raspberry, Ruby, Pink Fire, Royal Wine, Pinwheel Red, Orchid, Bull's-I, and Light.

Insist on FLAME-GLO for quality!

BIGGER THAN EVER 25¢ IN NEW METAL CASE

WALTER THORNTON... originator of the Pin-Up Girl says: "I recommend Flame-Glo Lipstick to all my pin-up models for extra beauty, extra glamour... no blurry edges."

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Gentlemen:

As a pipe smoker who has enjoyed Edgeworth Ready-Rubbed tobacco for many years, it seems high time that I showed my appreciation for all the pleasure and contentment your good product has brought me. Directing and producing the official radio program of the Federal Bureau of Investigation (THIS IS YOUR F.B.I.) is pretty nerve-wracking business—and I find that a pipeful of fragrant Edgeworth, before and after the broadcast, is just what I need to give me a feeling of perfect relaxation. Thanks for a wonderful tobacco. I'd like to express the opinion that men who smoke pipes usually think straight. And from my experience with criminal case histories, straight-thinkers don't often commit crimes.

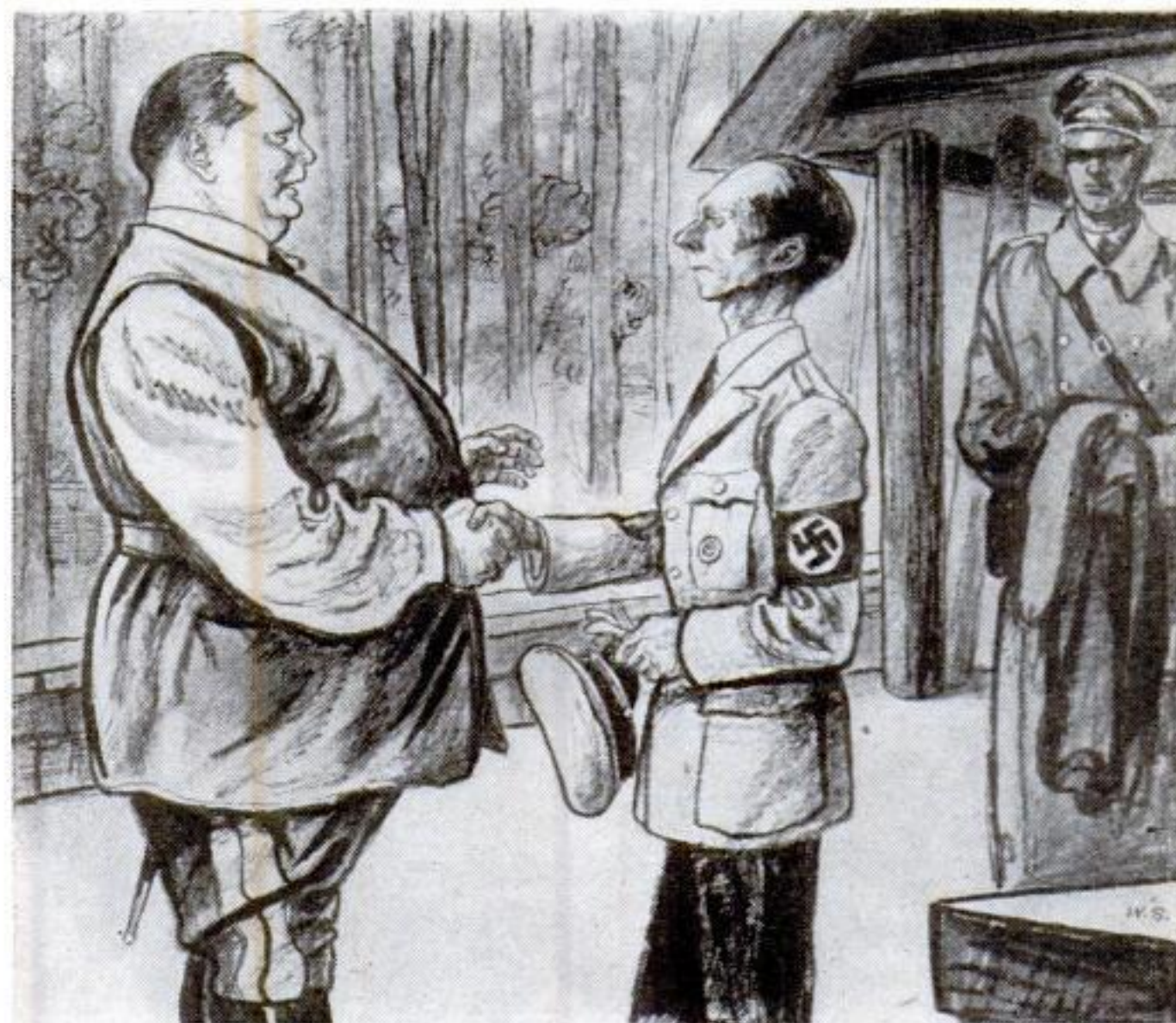
Very sincerely yours,
JERRY DEVINE

What is it about Edgeworth that would prompt a busy producer of a top-rating radio show to sit down and write a letter praising its quality. Smoke a pipeful today—and you, too, may learn the secret.



EDGEWORTH IS SOLD IN
A SEAL-PAK POUCH
No pocket bulge!
No cut fingers!
No wasted tobacco!

America's Finest Pipe Tobacco **Edgeworth**



WORRIED GOEBBELS visits Göring at latter's home to lay plans for taking over greater home-front powers. Goebbels termed Göring's dress "baroque."

GOEBBELS' DIARIES CONTINUED

become the habit. It jars the nerves and cannot be tolerated any longer.

APRIL 13, 1942

In the U.S. they still haven't got over the heavy loss of matériel and prestige occasioned by the fall of Bataan. The Jews acted somewhat prematurely when they inflated movie hero MacArthur into a great general. You don't get to be a great general by letting pedestrians wear your picture in their buttonholes.

APRIL 22, 1942

The De Gaullists and Communists claim—and they aren't entirely wrong either—that Laval was involved in former French corruption scandals and is not qualified to represent France in the New Europe. But that is a matter of indifference to us. We could hardly find a better man than Laval for our policies. We shall probably have to pay Laval something in case he fulfills the hopes we placed in him. But first it is up to him to show what he can do.

APRIL 25, 1942

The inhabitants of the Ukraine were more than inclined at the beginning to regard the Führer as the savior of Europe and to welcome the German Wehrmacht most cordially. This attitude has changed completely in the course of months. We have hit the Russians, and especially the Ukrainians, too hard on the head with our manner of dealing with them. A clout on the head is not always a convincing argument.

APRIL 26, 1942

The dominating thought with the Führer is his joy at the majestic coming of spring. He tells me that never before in all his life has he awaited it with such fervor. During the coming years he doesn't want to see any snow at all; snow has become physically repulsive to him—which I can well understand.

APRIL 30, 1942



The Führer wants to break off his vacation on the Obersalzberg. Nature has very thoughtfully laid snow on the Obersalzberg. He told me again during his last visit in Berlin that it would be simply impossible for him physically to look at snow for the next couple of years. It is, so to speak, a case of flight from the snow.

MAY 3, 1942

In the evening we saw the American Technicolor picture *Swanee River*, which affords me an opportunity for making a number of observations on the creation of a new German film based on folk songs. The fact of the matter is that the Americans have the ability of taking their relatively small stock of culture and by a modernized version to make of it something that is very apropos for the present time. We are loaded down altogether too much with tradition and piety.

CONTINUED ON PAGE 127

Come over on the
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Enjoy the whiskey that's
"Cheerful as its Name"

It's always fair weather when good friends get together "on the Sunny Brook side"! Rain or shine, this hospitable Kentucky whiskey provides the bright spot in drinking enjoyment!

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AMERICA IS
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AMERICA**

**VISIT ARMY DAY
EXHIBITS APRIL 6**

Your Army reports to you on personnel

Since VJ Day, your Army has demobilized and rebuilt. It is now a 100% volunteer force—the largest Army of volunteers ever to serve any nation during peace in world history.

But it is still short of the number authorized by Congress to carry out its world-wide assignments.

Its duties are greater than any nation has ever before faced with such limited numbers. In Japan, for example, your Army has the smallest occupation force per capita of any occupation army in modern history. In Europe, your forces are the smallest of any of the three major powers.

At home, your Army trains men and furnishes supplies for these world-wide forces . . . builds for security and conducts research to help keep your defense ahead of the world.

To accomplish these goals with so few men calls for soldiers of higher caliber and greater efficiency than any peacetime army has ever had. That is why only about half the young men who volunteer can be accepted.

During the past year, enlistment standards have been raised to the highest requirements in your Army's history. The average soldier now scores 30% higher than the minimum for acceptance a year ago, and more than twice as

high as the minimum under Selective Service.

As a whole, the soldiers who represent you today are by far the best educated, best trained and finest physical specimens in any army of any nation in world history.

You have every right to be proud of them.

But they need your continued interest and support. They are doing a tough job with fewer hands than they should have. They are shouldering responsibilities of world-wide importance.

It's your Army. You have helped generously to build it up to its present size. Your continued help is needed to reach the strength authorized by Congress—and needed for World Peace.

There is an opportunity for every young man to make a contribution to World Peace by serving in the Regular Army, the National Guard, the Organized Reserve or the R.O.T.C. You can get full details about these opportunities at any U. S. Army and U. S. Air Force Recruiting Station on Army Day.

Kenneth C. Royall

**KENNETH C. ROYALL
SECRETARY OF THE ARMY**



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of delicious grapefruit sections in every tin and every section taste perfection!

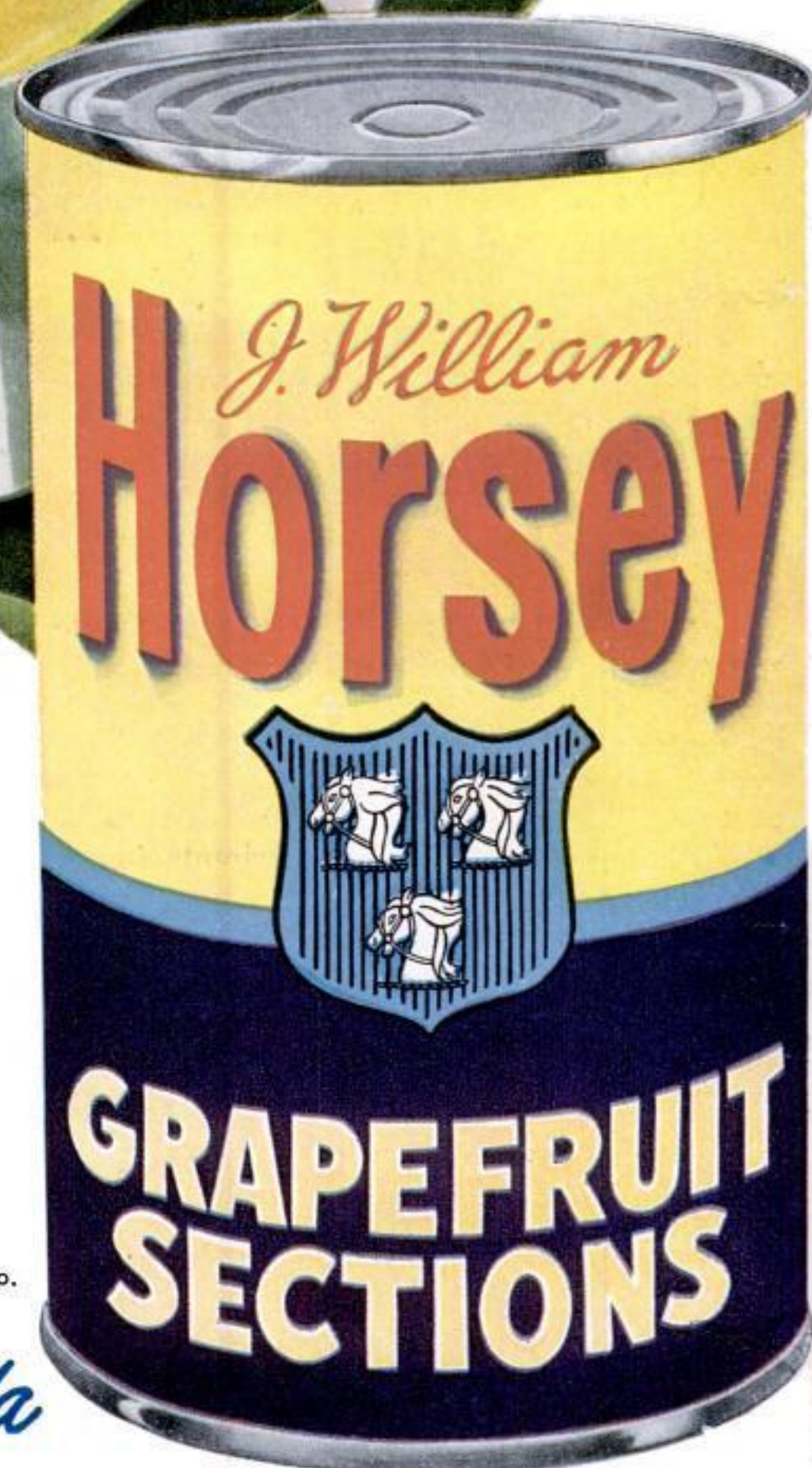
To be sure of getting extra quality, remember to ask your grocer for J. William Horsey Grapefruit Sections and enjoy "only the sweetheart of the fruit"!

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Orange and Grapefruit Salad...Lime Juice

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GOEBBELS' DIARIES CONTINUED

MAY 4, 1942

The weather is still terrible and truly poisonous for our harvest. Rain won't come, and sun won't come either. The temperature has sunk again. If that continues, we shall have to count on a complete crop failure.

MAY 7, 1942

Corregidor has capitulated. The loss of this island fortress has come as a shock to the U.S. There is deep mourning throughout the country.

MAY, 17, 1942

At noon Magda [Goebbels' wife] and the children came out here [to Lanke]. That is always a festive occasion for me. Magda is to deliver a speech before a thousand Berlin women on Mother's Day in Friedrichshain Hall. She is scared almost out of her wits.

MAY 19, 1942

The declarations issued at Lisbon by our diplomats on their return from America are extremely clever and are actually getting good publicity in the world. But the American diplomats and journalists returning from Germany have also issued statements that make exactly the same claims about the Axis countries that our diplomats make about America. On the whole, therefore, there isn't much to be expected of these interviews from both sides.

MAY 22, 1942

The letters arriving from various parts of the country indicate that the masses of the people are getting increasingly angry about the food situation.

MAY 23, 1942

I had a telephone conversation with the Reich Marshal [Göring], who complained about the O.K.W. [High Command] because it protested against the new Leander motion picture. This picture shows an aviator spending a night with a famous singer. The O.K.W. considers itself insulted morally and insists that an aviation lieutenant wouldn't act that way. Opposed to this is the correct view of Göring that if an aviation lieutenant didn't make use of such an opportunity, he simply wouldn't be an aviation lieutenant.

At this point a number of entries in the diaries are missing. By mid-December 1942 the Wehrmacht had reached its high-water mark in Russia, fighting for Stalingrad and the Caucasus. The U.S. forces, having invaded North Africa, were driving eastward toward Tunis, while Montgomery's Eighth Army was rolling Rommel back from Libya. On Dec. 20 Goebbels noted, "We are having some trouble about Stalingrad." They were. That battle ended in the loss of the entire German Sixth Army and marked the beginning of a major Russian offensive. Meanwhile Allied air raids on the Reich were swinging into high gear. Amid these portents of disaster the diaries resume, with Goebbels plotting to assume greater power on the home front in collaboration with Göring:

MARCH 2, 1943

At 4 p.m. I drove up to Göring's home. Göring received me most charmingly and is very openhearted. His dress is somewhat baroque and would, if one did not know him, strike one as somewhat funny. But that's the way he is, and one must put up with his idiosyncrasies; they sometimes even have a charm about them.

After the exchange of a few pleasantries we immediately got down to brass tacks. It seems to me that Göring has been standing aside too long from the political factors that do the real driving. Göring judges GHQ very harshly. The generals are doing everything possible to unload this crisis on the Führer. They are now taking revenge for the previous winter when the measures of the Führer showed them up as having been wrong. We must certainly be on our guard against the old Wehrmacht and Reichswehr generals. We have very few good friends among them.

Göring evidenced the greatest concern about the Führer. To him, too, the Führer seems to have aged 15 years during 3½ years of war. It is a tragic thing that the Führer has become such a recluse and leads so unhealthy a life. He doesn't get out into the fresh air. He does not relax. He sits in his bunker, fusses and broods. But he had made up his mind to conduct this war in his own Spartan manner, and I suppose nothing can be done about it. Göring also doesn't think much of Ribbentrop. [He] consistently claims that this war is Ribbentrop's war, and that he never made any earnest attempt to achieve a *modus vivendi* with England simply because he has an inferiority complex.

There's the same trouble about our domestic policy. There's no strong authority anywhere. The party goes its own way and won't have anybody interfere.

At this point I introduced my own proposals. I expressed the

CONTINUED ON NEXT PAGE

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Now **Fresh** brings you a new, more effective, creamier deodorant to give you care-free underarm protection.

Yet dresses are perfectly safe from rotting . . . normal skin is perfectly safe from irritation. And **Fresh** doesn't dry out in the jar!

Only **Fresh** can give you this patented combination of amazing ingredients.

But don't take our word for it—test it. See if New Perfect **Fresh** isn't the most effective deodorant you've ever used!



ADORING GOEBBELS listens to Führer describe what he plans to do after the war is over. Both agreed that "we want to begin again to be human beings."

GOEBBELS' DIARIES CONTINUED

opinion that we'd be "over the hump" if we succeeded in transferring the political leadership tasks of the Reich from the "committee of three" to the Ministerial Council for the Defense of the Reich. This ministerial council would then have to be composed of the strong men who assisted the Führer in the revolution. These will certainly also muster the strength to bring this war to a victorious conclusion.

Göring himself wants to win over Himmler. Funk and Ley have already been won over by me. Speer is entirely my man. Thus we already have a group that can be proud of itself.

I believe we shall render the Führer the greatest possible service by our action. One just can't stand by any longer and see how he is so weighed down with worries big and small that he can hardly breathe. The men who helped the Führer win the revolution will now have to help him win the war. Our problem today is not the people but the leadership. That has been true, incidentally, in nearly every war.

MARCH 9, 1943

We arrived at the Führer's GHQ about 1:30 p.m. The Führer is having lots of trouble, especially with war in the air. Unfortunately the utter failure of the Luftwaffe has reduced Göring's prestige with the Führer tremendously, not only in this but also in other respects. That somewhat upsets my plans for playing him up more conspicuously. The Führer is rather unapproachable at the moment as regards Göring.

The Führer is very angry at the Italians because they are actually doing nothing. They aren't any good for submarine warfare; they aren't any good even for anti-aircraft at home. The Führer is right in asking why they are in the war anyway!

The Führer's judgment of the moral qualities of the generals—and that applies to all arms of the service—is devastating. He doesn't believe any general. They all cheat him, fawn upon him, furnish him statistics that any child can contradict and thereby insult the Führer's intelligence. In view of his general state of mind I deem it inopportune to introduce the question of Göring's political leadership. This is not the proper moment. We must postpone this matter to a later date.

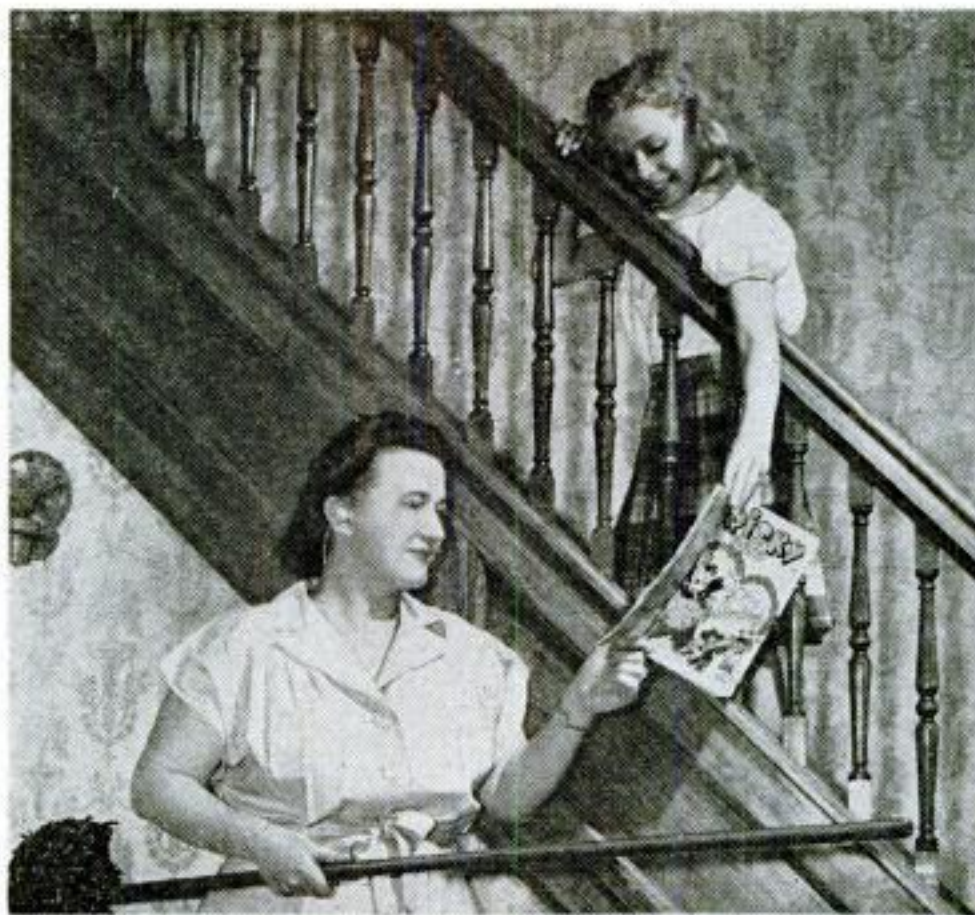
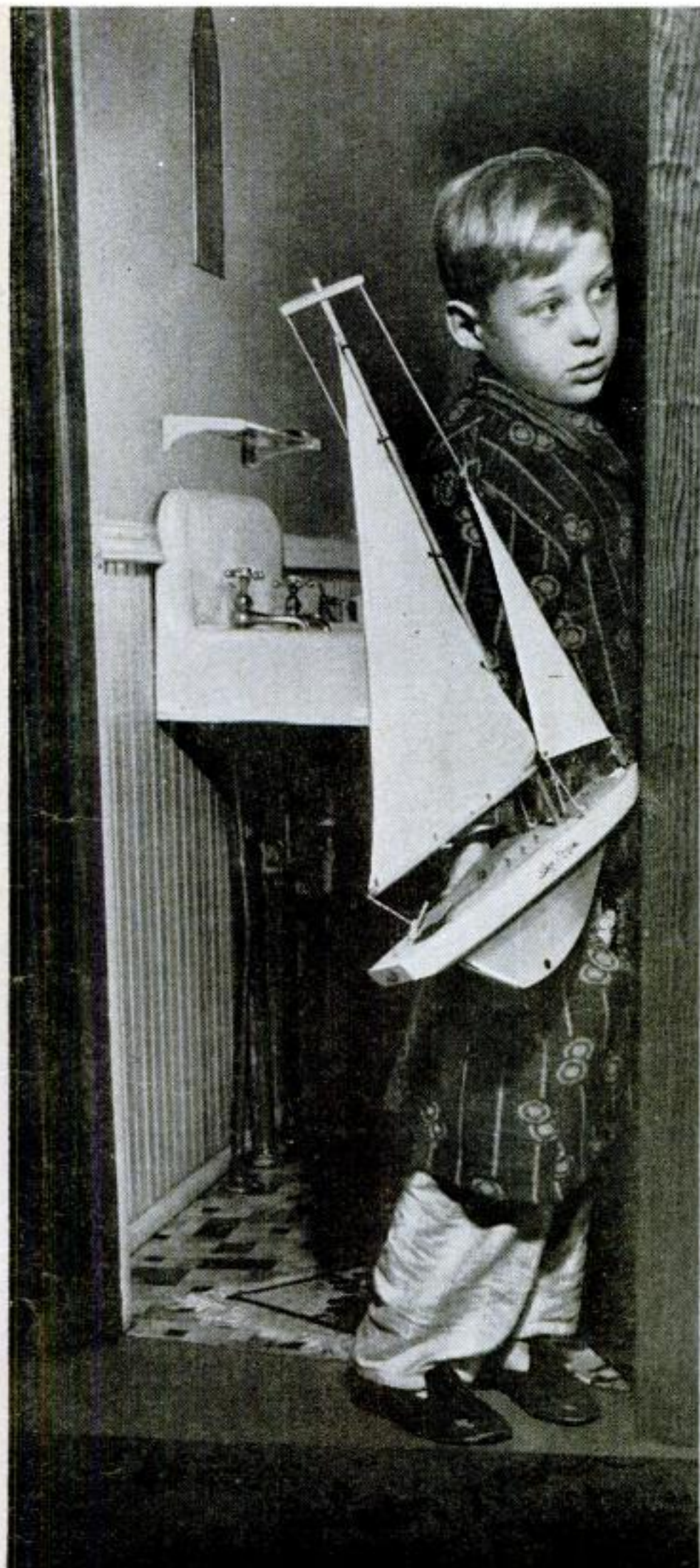
The Führer became exceptionally openhearted and personal at the end of our discussion. His only worry at present, he said, was his health. He doesn't know whether he will come through the war completely intact physically. "Once this war is ended!"—this turn of speech keeps recurring more frequently now with the Führer.

MARCH 11, 1943

The evacuation of Jews from Berlin has led to a number of untoward happenings. The scheduled arrest of all Jews on one day has proved a flash in the pan because of the shortsighted behavior of industrialists who warned the Jews in time. We therefore failed to lay our hands on about 4,000. They are now wandering about Berlin without homes, are not registered with the police and are naturally quite a public danger.

MARCH 13, 1943

The Bolshevik steam roller has been brought to a standstill, and



One big difference, Mrs. Ruth R... wrote to Sonotone, was a closer bond with her daughter Carlyn Ruth (above) and son Donald (left). Better supervision too—Donald complains she now hears him *even when he's out of sight!*



She improved tremendously in work and personality, reports the supervisor who witnessed her change to Sonotone. Mrs. R... works night shift as inspector of finished plastics at General Industries plant.



Sonotone brought welcome changes as Consultant Dalton (above) worked with her for ever-better hearing. One was reawakening an interest in writing when she heard sounds and voices again. Now she has had several articles published.



Better hearing meant a brand-new life. For the first time in years, she enjoys easy conversation, understands without repetition, has a smoother voice, a more gracious manner, independence, friendships!

WHAT HAPPENED...WHEN THIS OHIO MOTHER CHANGED TO SONOTONE!

ONE MORNING two years ago an attractive young woman was walking with her two children in the suburbs of Elyria, Ohio. A man stopped his car beside them and called, "Can you tell me how to get to Stanford Ave.?"

"I'm sorry," she called back. "I'm wearing a hearing aid and I can't hear you!"

"Well, *that's* funny!" laughed the man, getting out of his car. "I'm wearing a hearing aid too and I can hear *you*. Why don't you try a hearing aid like mine?"

This man was alert, conscientious Cyril Dalton, Sonotone's district manager at Elyria. He could see that this young woman needed *hearing*, not just a hearing aid. And he knew this is the great difference between wearing a Sonotone and other instruments:

Sonotone takes responsibility for giving best possible hearing to its users!



And when Mrs. R...* did come to Sonotone he made her *hear* the difference! By audiometric and other basic tests he fitted the Sonotone best suited to her own needs. *Then he kept on working with her, week after week, until she knew its best use and was easy and happy with her hearing.* He was not a "dealer", concerned only with a sale, but Sonotone's responsible permanent representative, glad to give the continuing help essential to better hearing.

When Photographer George Karger took these pictures, Mrs. R... 's mother declared that "Mr. Dalton deserves a medal." But *he* says, the medal belongs to Mrs. R...—and the real success to Sonotone's instruments, fitting techniques and plan of continuing responsibility, developed through 19 years of experience with nearly 400,000 cases and the research of the world's largest laboratories devoted to hearing aids.

There are 984 highly trained Sonotone Consultants like Cyril Dalton in Sonotone's 314 permanent offices and 1148 Hearing Centers, who work day and night to fulfill Sonotone's responsibility. *There is one near you.*

*Name omitted in accordance with medical principles

Your hearing deserves the BEST—The beautiful New Miniature Sonotone "900", with tiny batteries inside, offers a wholly new naturalness of hearing. Combines more power, dependability and economy than previous miniature instruments. And nearly as easy to wear as a wristwatch!



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☐ your FREE booklet, "Freedom From Fear", telling about Sonotone's plan and the New Miniature Sonotone "900".

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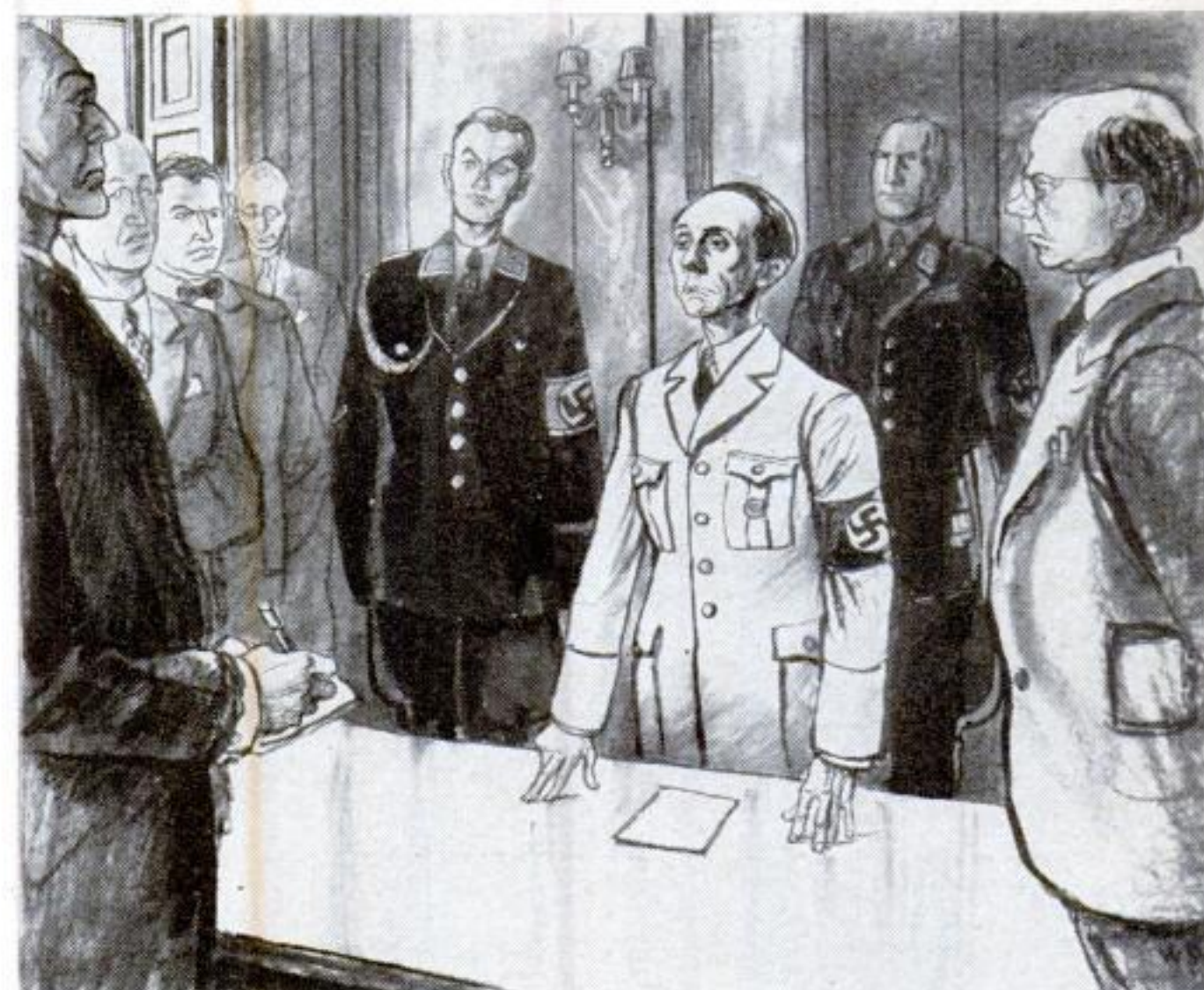
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Also say "PLANTERS" for a different Peanut Butter—smoother and richer in true peanut flavor.




PLANTERS IS THE WORD FOR PEANUTS



ASTUTE GOEBBELS parries questions of foreign press. His attendance at such conferences was rare, but his control of German press was absolute.

GOEBBELS' DIARIES CONTINUED

the Germans have wrought another miracle. They have triumphed over the peril in the east.

At midnight Funk suddenly rose to extend his congratulations upon the tenth anniversary of my taking over the Propaganda Ministry. Yes indeed, 10 years have passed since I created the Propaganda Ministry as a new instrument for leading the German people. I believe I needn't be ashamed of my 10 years of labor.

MARCH 14, 1943

At noon I received the representatives of the foreign press accredited in Berlin. Some very ticklish themes were touched upon, but I was easily able to outplay the questioners. I believe I have once again fought an important news battle by this reception. During a war news should be given out mainly for instruction and not for information. Not every item of news should be published; rather must those who control news policies endeavor to make every item of news serve a certain purpose. Unfortunately we do not always keep this in mind.

APRIL 10, 1943

The English have issued pompous communiqués about their air raids and the damage caused. Their claims on the whole are right.

We arrived in Essen before 7 a.m. This city must for the most part be written off completely. The building experts of the city administration have figured out that it will normally take 12 years to repair the damage. A map on which total destruction is indicated in red gives an over-all picture of the extent of the damage. It is terrifying.

Finally we made a trip through the old part of the city. Sometimes we walked, as vehicles could move only through some streets. Destruction is complete in many places. Now at last I have a real picture of what English air warfare means.

APRIL 13, 1943

We arrived at Freilassing early in the morning. En route (shortly before Freilassing) I had a terrible kidney attack. I suppose a kidney stone got loose. The pain was so barbaric that I couldn't get up at all. I immediately had Professor Morell summoned from the Obersalzberg. He did not arrive until an hour later. During that hour I suffered almost unbearable pain. Professor Morell immediately gave me a big shot of morphine that relieved me somewhat. Added to my terrible pain, continuous vomiting set in that almost makes me despair of life. I had a terrible night. To make it halfway possible for me to stand the pain, Neumann had to give me two additional shots. I was happy when I reached Berlin in the morning.

APRIL 17, 1943

A number of English papers and periodicals have been laid before me which give evidence of great respect for my person and my work. The *News Chronicle* calls me the most dangerous member of the Nazi gang. I can be very proud of this praise. If the English continue to respect my work so much, I believe I shall gradually also win the approval of the German people.



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America's most beautiful Reclining Chair. Back and seat tilt silently . . . smoothly, to reclining position. Choice decorator fabrics. Priced from \$89 at leading furniture and department stores.

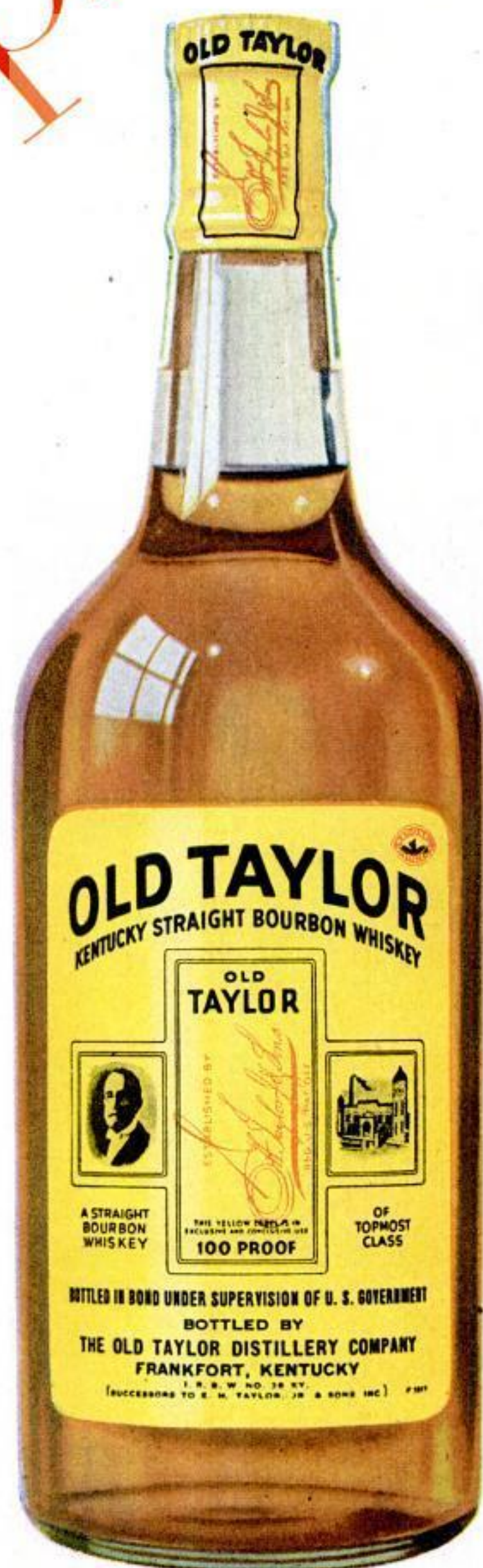


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CONTINUED ON PAGE 133

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There is a mellow glow in the amber depths of OLD TAYLOR and a rich bouquet that plainly indicates the bluegrass heritage of this fine, bonded bourbon. But it is only when OLD TAYLOR passes your lips that you realize why this proud product of old Kentucky is the *topmost choice* of those who know, and love, good bourbon.



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Naturally they're STETSON HATS

Stetson Western Styles are available from \$15 to \$90. Foreground: The San Fran, the Laloo. Rear: The Open Road, the Texan, the Carlsbad.

GOEBBELS' DIARIES CONTINUED

APRIL 21, 1943

The English are celebrating the Führer's birthday with unprincipled, vulgar insults. They aren't behaving at all like gentlemen.

APRIL 23, 1943

Roosevelt protested in an extraordinarily sharp note against the conviction by a Japanese court-martial and execution of the U.S. fliers who bombed Tokyo last year. Undoubtedly very strong aversion against bombing would crystallize even in aviation circles if every captured flier were executed who bombarded residential quarters or was not sufficiently briefed on military targets. I'm very much tempted to propose that to the Führer.

MAY 10, 1943

The Führer yearns for the day when he can end this war. We want then again to devote our energies chiefly to the fine arts, the theater, the films, literature and music. We want to begin again to be human beings. The Führer raves about the possibilities for giving festivals again and receptions, and for surrounding himself with people he likes. From all this I gather that the Führer has not become a misanthrope, despite his long loneliness at GHQ. He just doesn't want to see generals any more; that's all.

MAY 14, 1943

In Tunis the fight is ended. I write this with a heavy heart. I just can't read the exaggerated Anglo-American accounts. We stand aloof in hard and stubborn pride and simply take no notice of barking dogs.

I sometimes feel as though we lack the necessary initiative for fighting the war. During the past five months the enemy has had the upper hand almost everywhere. He is defeating us in the air, he has inflicted heavy wounds on us in the east, he is beating us in North Africa, and even our submarine warfare is not so successful as we really expected it to be.

Throughout the summer the Allies kept the upper hand. Sicily was taken, Italy invaded. Mussolini fell, and Marshal Badoglio took over the Italian Government, maintaining an uneasy alliance with Germany until in September he concluded an armistice with the Allies. Germany's great cities were crumbling under a rain of bombs, and in the east the Wehrmacht barely held its ground against Russia. In an atmosphere of unreal optimism Goebbels' diaries resume again:

SEPTEMBER 13, 1943

In the evening the happy news reached us that it had been possible to liberate the Duce by a tour de force. It was an act of heroism on the part of the SD, Student's parachute troops and the Waffen-SS. The Duce is already on his way to Vienna. His family is at present in Munich.

Our position near Salerno is relatively favorable. We are sending reinforcement after reinforcement, but the English and the Americans are also doing that. It is therefore a race against time as to whose reinforcements will arrive first and who will thereby gain the upper hand.

I now have the feeling that our lucky streak has set in again. But one hardly dares say this openly.

SEPTEMBER 21, 1943

The Japanese are now speaking of a successful evacuation of Salamaua. These "successful evacuations" are getting the upper hand with the Axis. I don't believe we shall be able to use the expression much longer; it is making us more and more of a laughing-stock. The Axis powers in the course of one year have done so much successful evacuating that a large part of their former war potential has been lost thereby.

SEPTEMBER 22, 1943

At the moment it looks very messy on the eastern front. Our retreats are no longer orderly, and the troops naturally lose a lot of matériel owing to the speed of their movement. Once again there is a serious crisis.

As a marginal note I may register the fact that the Negus [Haile Selassie] has demanded the extradition of Badoglio. He wants to place him before an Abyssinian court as a war criminal. There is no species of madness that the human brain is not capable of thinking up in this war.

SEPTEMBER 23, 1943

Shortly after I arrived at GHQ the Führer asked me to accompany him on his morning walk. The Führer seemed to be in exceptionally good health. He told me his morning walks with his dog Blondi did him a lot of good.



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Why? Because the Solovox actually adds *instrumental solos* to piano accompaniment.

Piano playing is a lot more fun for everyone when you can add the colorful tonal effects of clarinet, trumpet, sax, violin, cello, organ voices, and a great many more. You just play the small keyboard of the Solovox with your *right* hand. At the same time, you accompany yourself on the piano with your *left* hand.

Maybe you play piano by ear. Perhaps you're a hesitant beginner. It makes no difference. The wide variety of effects obtainable with the Solovox makes your music all sound wonderful.

If you already own a piano, or plan the purchase of a new one, don't miss the world of extra fun you can have with a Solovox.

Here's what you do—stop in at the nearest Solovox dealer's today. Try

the Solovox yourself! See how easy it is to play the same tune a dozen different ways—how simple it is to control the volume from a mere whisper to a rich full voice.

Learn how the Solovox* can be attached to or removed from any piano in seconds. Does not mar the finish. It will not affect the normal operation, allowing the piano to be played separately at any time. Send the coupon to learn how to get more fun out of *your* piano!



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Sugaring-off draws Vermont youngsters to the sugar house! Hot maple syrup, cooled on snow, makes delicious candy—"sugar on snow."

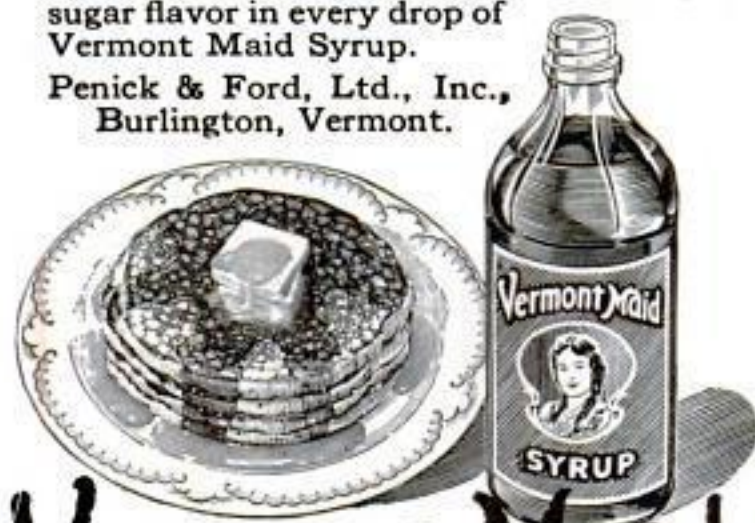
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To give you this real maple sugar flavor, we first select a maple sugar that has a good, full flavor. Then blend it with cane sugar.

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SHOCKED GOEBBELS views ruins of Essen, the great arms center. "Now at last," he wrote, "I have a real picture of what English air warfare means."

GOEBBELS' DIARIES CONTINUED

I posed the very serious and important question to the Führer as to how far he intends to extend the Reich. His idea is that we ought to advance as far as the Venetian border, and that Venetia should be included in the Reich in a sort of loose federation. Venetia would be all the more willing to accept this since the Reich alone would be able after a successful war to supply it with tourist trade, to which Venice attaches the greatest importance. I regard such a boundary line as the only practical and right one.

I asked the Führer whether he would be ready to negotiate with Churchill or whether he declined this on principle. The Führer replied that in politics principles simply do not exist when it comes to questions of personalities. He does not believe that negotiations with Churchill would lead to any result as he is too deeply wedded to his hostile views and, besides, is guided by hatred and not by reason. The Führer would prefer negotiations with Stalin, but he does not believe they would be successful inasmuch as Stalin cannot cede what Hitler demands in the east.

Whatever may be the situation, I told the Führer that we must come to an arrangement with one side or the other. The Reich has never yet won a two-front war.

It is quite doubtful whether we can choose between Russia and England. If we actually had a choice it would naturally be much more pleasant to start talks with London than with Moscow. One can always make a better deal with a democratic state, and once peace has been concluded, such a state will not seize the sword for at least 20 years to come.

SEPTEMBER 25, 1943

The English and Americans are boasting of having set Naples on fire. One ought really to be quite sad about the barbaric acts against culture that this war entails. Undoubtedly later generations will curse us for having brought such ruin upon the peoples of Europe.

NOVEMBER 1, 1943

The Moscow Conference is about to end. As was to be expected, the English and Americans were quite unable to get anywhere with their demand for fixing western Soviet boundaries; on the contrary, Moscow now energetically demands a second front.

NOVEMBER 2, 1943

Casualty figures for the east covering the 10 days of Oct. 11 to 20 inclusive are now available. The number of killed in action during this period is 9,279, the number of wounded 39,540, and the number of missing 5,225. We just cannot stand such a drain for long. When we consider that our eastern campaign has cost us three million casualties—men killed, missing or wounded—nobody can deny that we have paid exceedingly heavily for this campaign.

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for that distinctive
tangy flavor of
CHEEZ-IT crackers!



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A Quality Product of Sunshine Biscuits, Inc.

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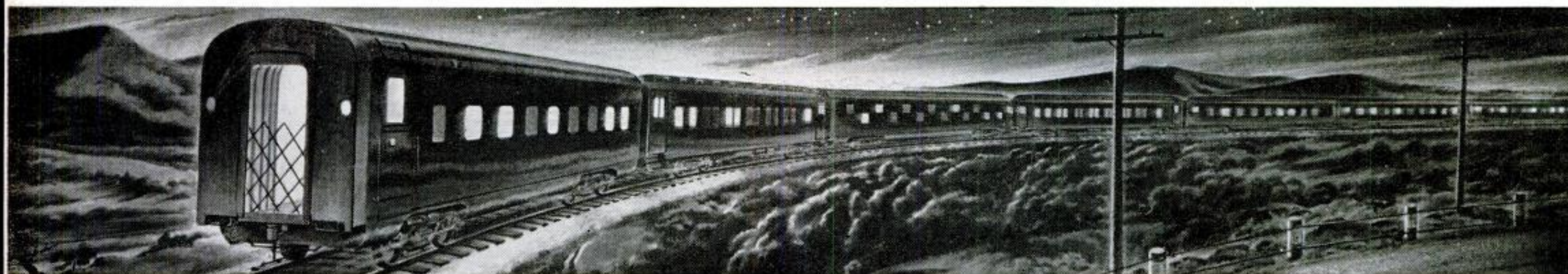
AFTER
DINNER **MINT**

Pure CANE Sugar plus
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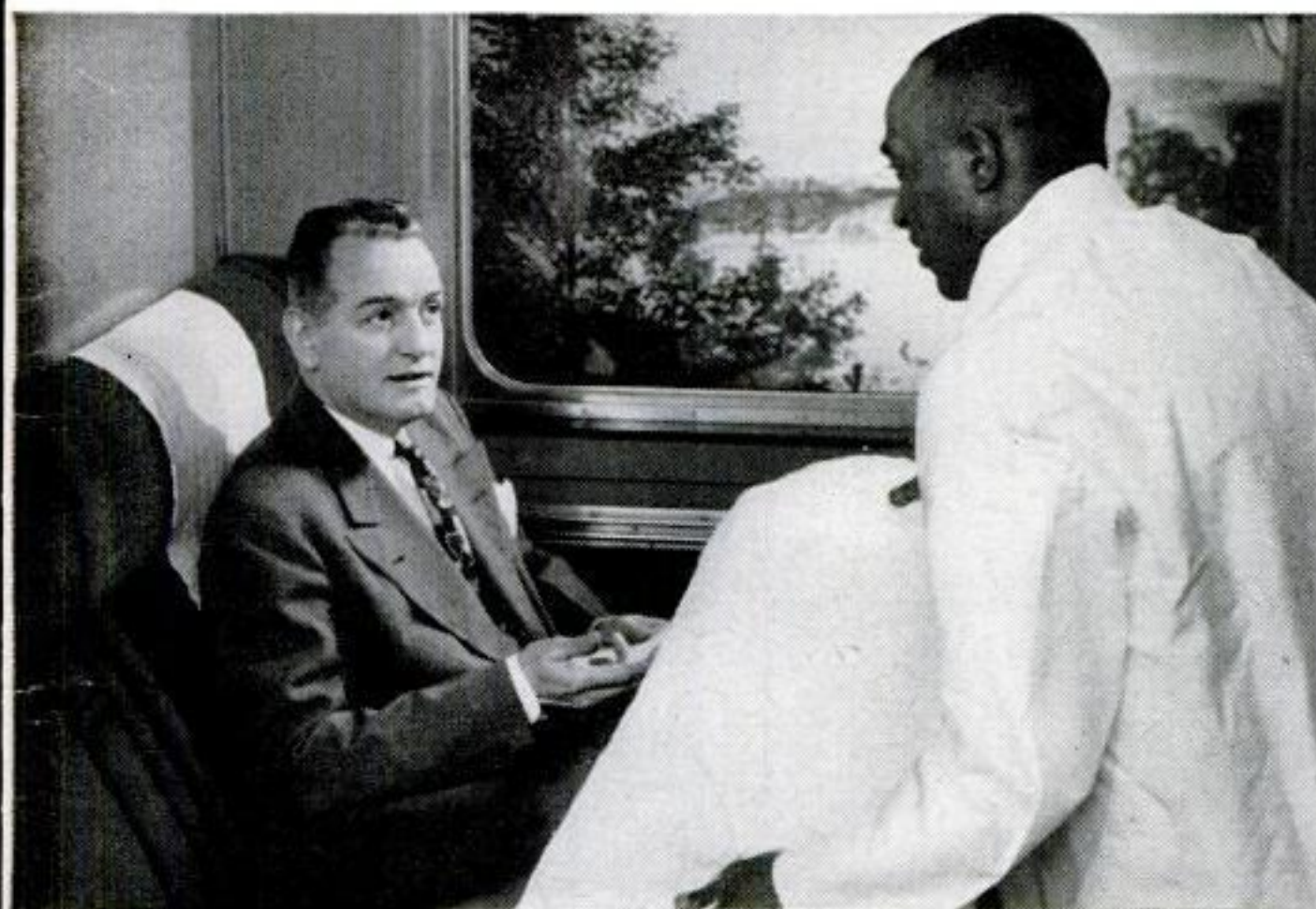


HOW LONG IS A 300 MILE TRIP ?

Suppose you have to travel some 300 miles or so, overnight.

If you're cramped and uncomfortable—or worried about getting there—that trip can seem like three thousand.

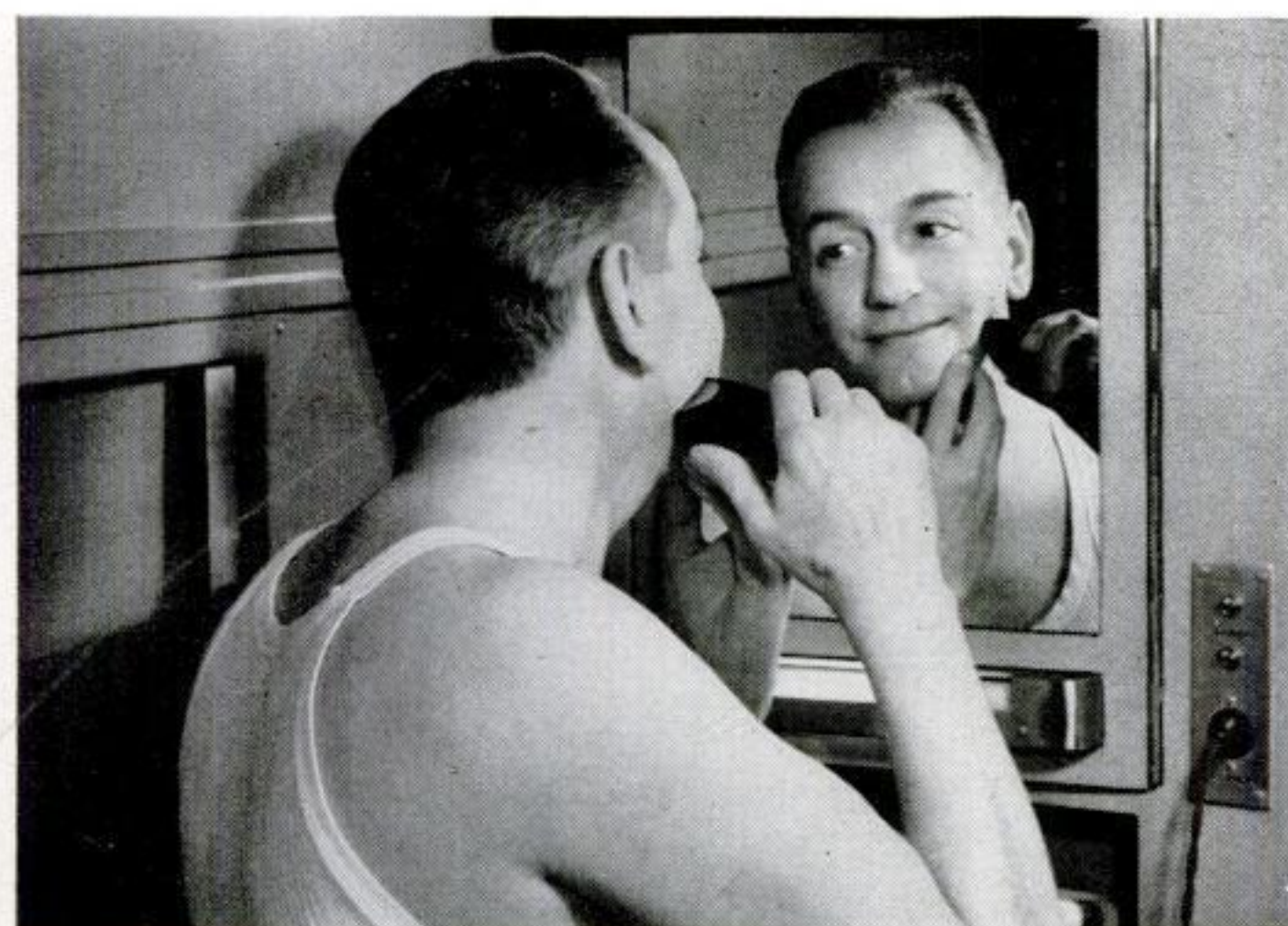
But look how easily those miles slip away when you go Pullman.



1. **From the moment** you get on the train your trip is made more pleasant by the attentive Pullman porter who is proud of his art in serving you.



2. **When you slip** between the crisp, clean sheets of that big, soft Pullman bed you're off to dreams and up next morning in one easy operation.



3. **You have practically all** the comforts and conveniences of home. You can shave and dress right on the train. That helps you look your best.



4. **You're completely refreshed** when you arrive—on dependable railroad schedules—right in town, convenient to everything. How long is your 300 mile trip? Just long enough for you to appreciate how convenient and comfortable it is to go Pullman...so short you'll want to do it again and again.

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THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!

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**PENS AND
PENCILS**

at leading chain, drug, department
and stationery stores everywhere

Scripto, Inc., Atlanta, Ga.
— 25th Anniversary —

© 1948 S. I.



AGONIZED GOEBBELS, stricken by kidney attack, is given morphine injection in his railway car by Hitler's quack doctor, Professor Theodor Morell.

GOEBBELS' DIARIES CONTINUED

At some point or other we simply must try to get out of this desperate bloodletting. Otherwise we are in danger of slowly bleeding to death in the east.

The English and Americans are again talking about a generals' plot in the Reich which is to overthrow the Hitler regime. It is very suspicious that, whenever the enemy speaks of a domestic crisis in the Reich, he always thinks of the generals. That is hardly an accident.

NOVEMBER 9, 1943

I have a thousand and one things to do. A report by the leaders of the medical profession about artificial insemination was handed to me. This artificial aid to procreation is now to be regulated by decree! I think this is absolutely impossible. This touchy proposal is about the one thing we have been waiting for! As far as I am concerned the draft will be tabled until the end of the war.

NOVEMBER 12, 1943

From a very confidential source I learn via Lisbon that Stalin put forward the argument [at the Moscow Conference] that he had already lost 16 million men, that he could not continue the war without a second front and that he was determined to conclude a separate peace with the Reich if England and the U.S. did not hasten to his aid. Impressed by this presentation, both Eden and Hull naturally yielded all along the line. They had to make far-reaching concessions to Stalin on the Balkans, not to mention the fact that of course the Soviet western frontiers were not debated at all. One can therefore speak of an outright defeat of the English and Americans. They are now completely in the tow of Bolshevism. If all great powers engaged in this war were able today to select their positions anew without any previous ties, the whole picture would most likely be changed completely in 24 hours.

There is rain on the southern front, and the dreaded thaw for which we waited so anxiously in the past weeks has set in, but that won't help now. The everlasting grumbling has diminished considerably since death sentences against defeatists have been pronounced, executed and published. That had a very sobering and deterrent effect on the defeatists.

NOVEMBER 15, 1943

There is no rest for me all day. One piece of bad news follows another. We are passing through weeks of extreme worry. Usually, however, weeks of this kind also mean that you are speedily approaching a decisive point in developments.

NOVEMBER 20, 1943

The English and the Americans are in for a lot of joy with the Italians. That serves them right. The Italians gave us so much trouble in the earlier years of war that it is no more than just that our enemies should also get their share.

SCHICK SHAVERS

Get faster, closer electric
shaves with new preparation!

• Now you can get quicker, longer-lasting shaves from your Schick Electric Shaver—with sensational new Letric Shave. Just dash a few drops on your face *before* shaving.

"Saves time—leaves
face feeling swell"

R. GRIFFITH
Burlington, Vt.



Letric Shave lubricates and smooths down skin to overcome "shaver drag," helps save precious minutes.



"Shaving is closer—
and much easier"

J. STREETER
San Francisco, Cal.

Letric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE—Use Letric Shave with any make of shaver. At dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-5, Glastonbury, Conn., U.S.A., for generous free bottle. (Offer good in U.S.A. and Canada only.)



**Letric
Shave**

Makes electric shaving easier

THOUSANDS AGREE IT'S "B C" FOR HEADACHES

**Tablet or Powder—
the same FAST relief**

Everywhere you hear it—"BC" please! For headaches, neuralgic pains and minor muscular aches. The wonderful combination of fast-acting ingredients in the "BC" formula *quickly* soothes. Tablet or powder—take your choice. *Two* tablets equal *one* powder. Use only as directed.

For
Headache

BC



in Powders in Tablets

10¢ and 25¢

CONTINUED ON PAGE 139

Be lovelier
with Solitair



SKIN-SAFE SOLITAIR! The only foundation-and-powder make-up with clinical evidence*—certified by leading skin specialists from coast to coast—that it **DOES NOT CLOG PORES**, cause skin texture change or inflammation of hair follicle or other gland opening. No other liquid, powder, cream or cake "foundation" make-up offers such positive proof of safety for your skin.

*biopsy-specimen

Gown by Ceil Chapman

Solitair promises exciting new beauty to even the loveliest complexions. Does wonders for just ordinary skin! Cleverly hides little blemishes. Gives your skin an appearance of flawless perfection that *stays* fresh-looking hour after hour without retouching. No "made-up" look. No "stiff, cakey" feeling. Because Solitair is a special *feather-weight* formula, combining creamy smooth foundation and finest powder. Like expensive night creams, Solitair contains lanolin to protect against dryness. No wonder millions prefer this modern make-up. You'll like it, too! No better quality and only \$1.00.

Seven new
fashion-right shades



Solitair

Cake Make-Up




**PRETTIER LIPS, TOO—
WITH FASHION-POINT***

Here is the one and only lipstick with the point actually shaped to fit your lips. Shapes your lips with brush-like precision. Goes on quicker, easier—no blurred edges! So creamy smooth, too—stays on so *unbelievably* long.

Six new brilliant reds. In America's most beautiful polished metal lipstick case—at \$1.00.

Slanting cap with red-enameled circle identifies the famous *FASHION-POINT, and shows you exact color of lipstick inside. U. S. Pat. No. 2162584.

*Fashion-Point Lipstick



The finest precision writing instrument
of its kind in the world

Behind this truly
fine portable typewriter
is forty years of "know how."
Fast, quiet, completely equipped,
and amazingly sturdy, it will
give years of satisfying service to
amateur and expert alike.

*Three models: Silent, Sterling, Clipper
Smart carrying case included*

Smith-Corona *Portable Typewriters*

L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y Canadian factory and offices, Toronto, Ontario. Makers also of famous Smith-Corona Office Typewriters, Adding Machines, Vivid Duplicators, Ribbons and Carbons

NOVEMBER 22, 1943

The London press now supplies its readers with tall stories about the damage alleged to have been done to Berlin during the last air raid. It is claimed, for instance, that even at this hour communications in Berlin are completely interrupted. As a matter of fact not a single tram, subway or elevated has failed to run because of the raid. [The next night the English left a larger calling card.]

NOVEMBER 24, 1943

I just can't understand how the English are able to do so much damage to the Reich's capital during one air raid.

The picture that greeted my eye on the Wilhelms-Platz was one of utter desolation. Blazing fires everywhere. The Propaganda Ministry was spared. Although damage in the Reich Chancellery is quite heavy, it is nothing compared with other ministries.

Transportation conditions are still quite hopeless but I trust we shall soon master our difficulties sufficiently at least to start an emergency service to all sections of the city. Transportation is the heart of all public life. Once it no longer functions, business soon stops, supplies cease to move, and difficulties increase by the hour. In our home on Hermann Göring Street things are pretty desperate. The top floor is burned out completely. The whole house is filled with water. Magda has come to Berlin to salvage what she can.

In between I am able to sleep for half an hour. Then, however, duty calls me again. Large English formations are once more on their way, headed straight for the capital. It means we must stand a second blow.

Meanwhile I learn that my mother and my mother-in-law were bombed out completely in Moabit. Their homes have simply vanished. The building in which they lived was transformed into one vast shambles. But what is that at a time of universal misfortune which has now fallen upon this city of four and a half million!

The attack began shortly after the alert had been sounded. This time more explosives than incendiary bombs were used. Again it was a major, grade-A attack. I was in the bunker on the Wilhelms-Platz. It was not long before fires started all around. Bombs and land mines of notable size were dropped over the whole government quarter. They destroyed everything around the Potsdamer Platz. The pressure was so strong that even our bunker, although deep underground, began to shake. Unfortunately the pursuit planes arrived 20 minutes late. That gave the English a big lead. During those 20 minutes the anti-aircraft guns were forbidden to shoot because it was believed the pursuit planes had already arrived.

Devastation is again appalling in the government quarter as well as in the western and northern suburbs. The State Theater and the Reichstag are aflame, but fortunately we are able to localize these fires. People keep coming and going in our bunker just as at a command post. Well, after all, we are living in a war, and many a sector at the front would certainly not want to trade with us, so enormous is the strain. Hell itself seems to have broken loose over us. Mines and explosive bombs keep hurtling down upon the government quarter. One after another of the most important buildings begins to burn. As I look out on the Wilhelms-Platz after the attack, the gruesome impression of the evening before is even heightened. The Propaganda Ministry is burning at two points. The air-raid wardens are fighting these fires with the greatest energy, but sometimes things seem to hang by a silken thread. Only with the aid of large fire-fighting units are we able, after hours of fighting, to control the fires.

The Kaiserhof [the hotel where Hitler had his Berlin headquarters in earlier, happier days] was hit by countless incendiary bombs and was soon ablaze. Although the largest fire-fighting units were put to work there, the edifice could not be saved; it burned to the ground. Nothing but the outer walls remains standing.

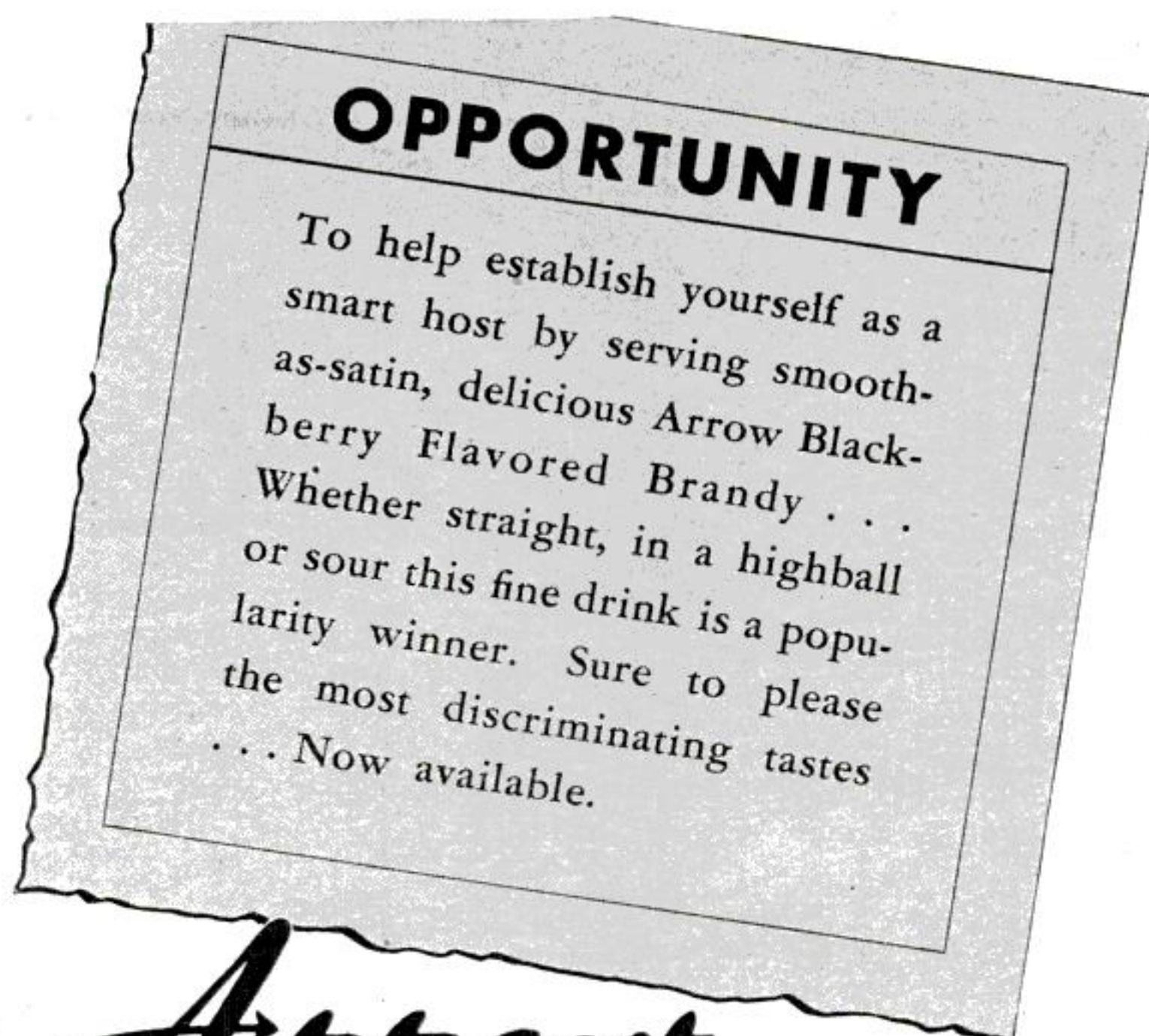
In the Reich Chancellery, too, a big fire started in the Hall of Models, but we were able to contain it pretty well. Everything is at sixes and sevens in the Reich Chancellery, but that's true also of my own home, where almost all windows and doors are gone because of the enormous air pressure of the explosive bombs and mines.

The government quarter is nothing short of an inferno. One can hardly recognize the Wilhelms-Platz.

The work that has to be done around 3 a.m. is maddening. My head aches from pain and fatigue, but that can't be helped. We must now do our part; the decisive hour has come.

DECEMBER 9, 1943

The Japanese celebrated the beginning of the third year of war. Tojo delivered a speech about Japanese successes to date and also predicted the decision for 1944. I can only warn him about fixing dates. We have had some very bad experiences along that line during this war.



Arrow

BLACKBERRY FLAVORED BRANDY



***AMERICA'S
BIGGEST SELLER**

*Arrow Blackberry Flavored Brandy is America's biggest seller according to official figures of McClellan's Services Exchange, Washington, D.C., for 1947 (based on 17 representative states).



4 Companion Arrow Favorites
A pleasant treat for your enjoyment

Arrow Blackberry Flavored Brandy 70 proof; Arrow Ginger Flavored Brandy 70 proof; Arrow Peach Flavored Brandy 70 proof; Arrow Apricot Flavored Brandy 70 proof; Arrow Cherry Flavored Brandy 70 proof. Arrow Liqueurs Corp., Detroit 7, Michigan.



GUESTS AT THE BALINESE BALL RAISE ARMS IN MOCK HOMAGE BEFORE A FIERY-EYED BUDDHA MADE OF CHICKEN WIRE AND WOOD COVERED WITH PAPIER-MACHE

Life Goes to a Balinese Ball

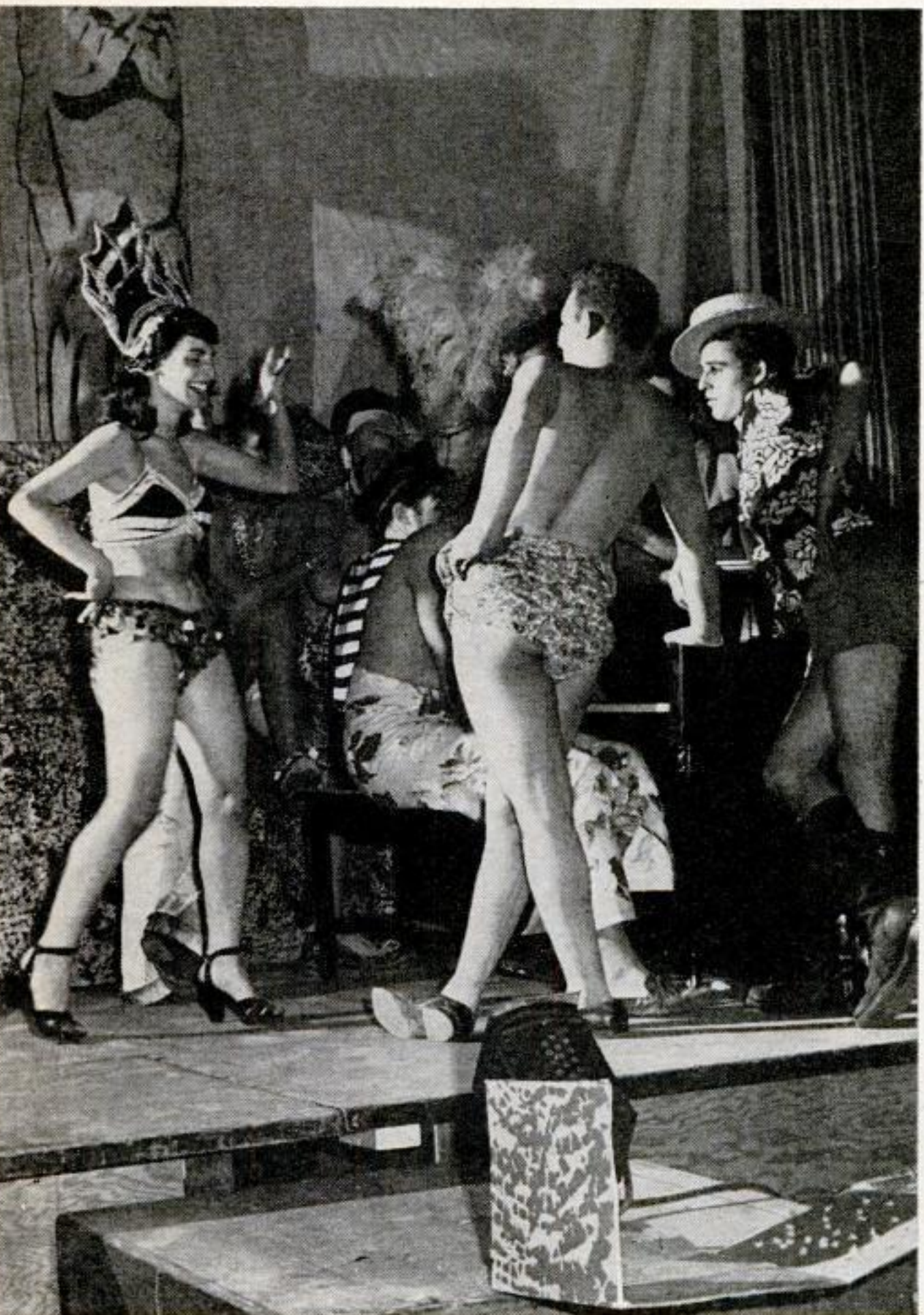
Fine arts students at Carnegie Tech add some purely American touches to the old legend of beautiful Bali

To most Americans the small island of Bali, nestled in the Dutch East Indies, is still a verdant dreamworld full of graceful, lightly clad girls and exotic dancers. Although this legend is thinly substantiated in a few mountain communities, actually much of Bali is cluttered with dingy crockery shops, gasoline stations and emaciated hags. Last month, however, the old fiction was further embellished when the fine arts students of Carnegie Institute of Technology in Pittsburgh held a Balinese ball. Inevitably they felt compelled to add some purely collegiate touches of their own. Each of the guests came in costume, ranging from pith helmets and bathing trunks to cotton sarongs elaborately designed with authentic Balinese motifs (*opposite page, right*). To create a Bali-

nese atmosphere the ballroom was decorated with thatched jungle huts and Balinese symbols topped by an enormous, 20-foot statue of Buddha (*above*), to which dancers offered mock incantations (actually Balinese temples have no such images or idols). Between dances a few revelers crammed bowls of boiled rice into their mouths (*p. 142*), but most of the others were content to feed on lighter, un-Balinese fare—ladyfingers, cupcakes and punch. After the refreshments a few of the girls were encouraged to try out versions of the delicate *legong* dance of Bali but invariably found themselves lapsing into swifter American patterns made popular by Minsky. Two girls who were overzealous in designing their skimpy Balinese costumes had to be sent home by the dean of women.



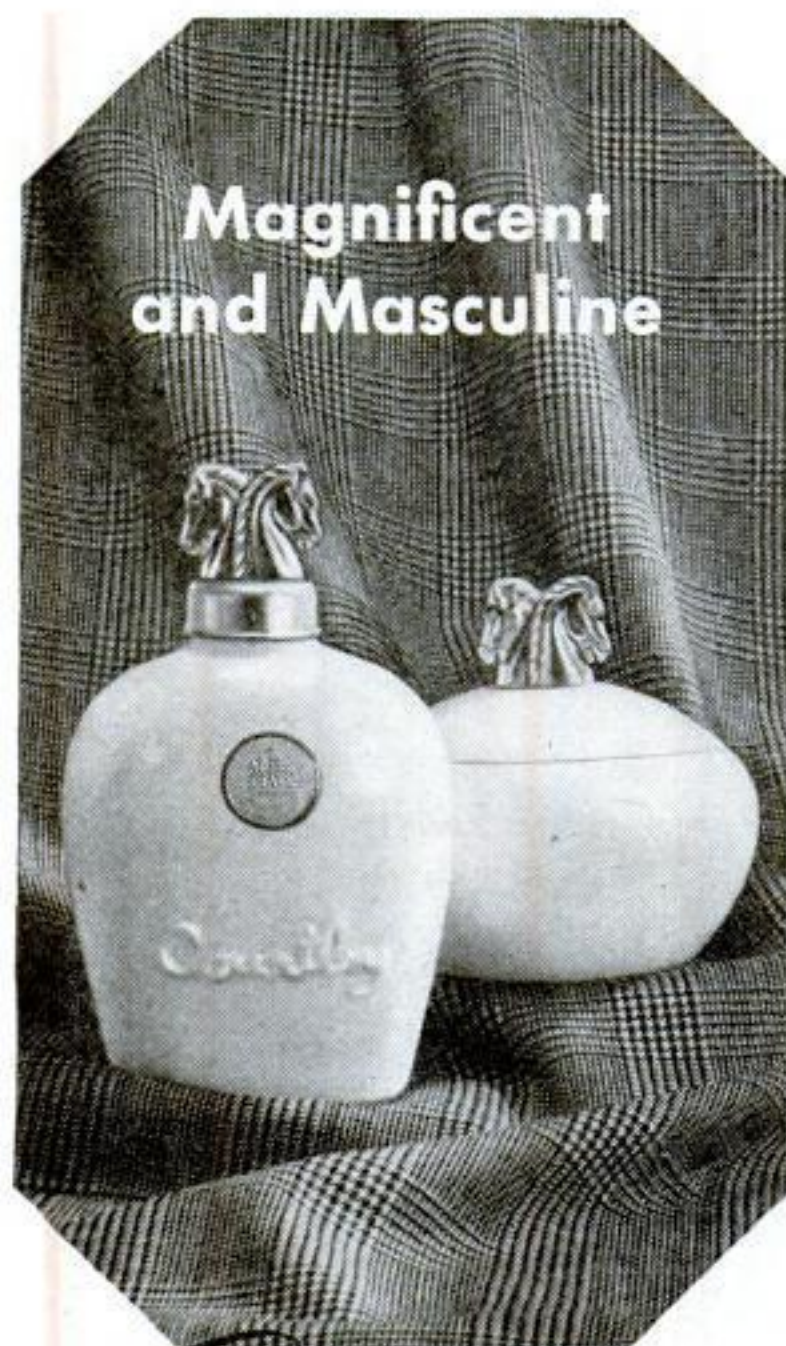
CONE-SHAPED HAT shields these two dancers' faces from the stares of other couples as they dance cheek to cheek. Boy is dressed as a rice-field coolie.



INFORMAL GROUP of students gathers around a piano while girl clad in spangled tights gives a burlesque of a Bali dance. Real Bali women wear skirts.



AUTHENTIC COSTUME of a festival dancer is worn by Minnette Siegal, 18, who designed and sewed it herself. She strikes a classic Bali pose but should have a fan (*kipas*) in her right hand.



Courtley

MEN'S TOILETRIES IN
MATCHLESS CONTAINERS

A complete line of finest toiletries. Individual items and combination sets; at better stores in a rich array of colors.

Illustrated: After-shave lotion, DeLuxe Porcelain \$2.50, Regular Size \$1 (plus tax). DeLuxe Shave bowl, 2-year size \$1.50, Refill 75¢.

Courtley, Ltd., New York, Los Angeles



RICE EATERS Barry Evans and Lucille Parish of Pittsburgh stuff each other with handfuls of the boiled cereal. Neither was able to finish the dish.

A PAIR
Hard to Beat
...EACH A FLAVOR STAR
IN ITS OWN RIGHT!



15¢

Aged in oaken casks...
a fine, rich smoke...
soft and gentle.



25¢

From an old "recipe"
... rare, nut-sweet flavor
... full-bodied aroma.

PRODUCTS OF P. LORILLARD COMPANY



FANCY COSTUME called "Spring Comes to Bali Land" is made from gold lamé, looks like something Dorothy Lamour would wear in a South Seas epic.

"FISH DETECTIVE"

The Fisherman's
Thermometer

If you're a fisherman who likes to throw in a line and then take a nap—save your buck seventy-five, pal, this deal is not for you.

BUT...
IF IT'S
ACTION

you want—read on about this Special Trenton Combination Package! Water temperature is the tip-off on the big ones. Our Fish Detective, together with directions, will put you on the right spot. Then your Trenton Whamcaster is ready to go to work. The Whamcaster has a deadly attraction for those big babies—it hooked the largest Great Northern Pike in 1946.

\$1.75

for both the "Fish Detective" Thermometer and the tried and proven Whamcaster packed together. Your money back if you fail to catch fish. If your dealer can't supply you, send cash, check or money-order to Dept. L.

Trenton
Manufacturing Co., Covington, Ky.

for...
**APARTMENTS ✓
TRAILERS ✓
RUMPUS ROOMS ✓
CABINS ✓
BARBECUES ✓
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NEW 1948 MODEL

**BAKES
ROASTS
BROILS
TOASTS**

Your Gill Electric Stove does a "big stove" job in a small space. Cooks a complete dinner for eight yet it takes up so little room! It's table size and portable. Plug it into any 110 volt outlet. Reasonably priced. See the beautiful Gill Electric Stove at your dealer's today or write for free folder.

- Hammered Aluminum Sides
- Cast Aluminum Griddle
- Needs No Special Wiring
- 110V AC or DC Models
- Stainless Steel Top
- Adjustable Heat
- Weighs Only 11 lbs.
- Broiler Oven

Gill ELECTRIC STOVE

GILL ELECTRIC MFG. CORP.
REDLANDS, CALIFORNIA

CONTINUED ON PAGE 145

That Noble, *Noble* Flavor !

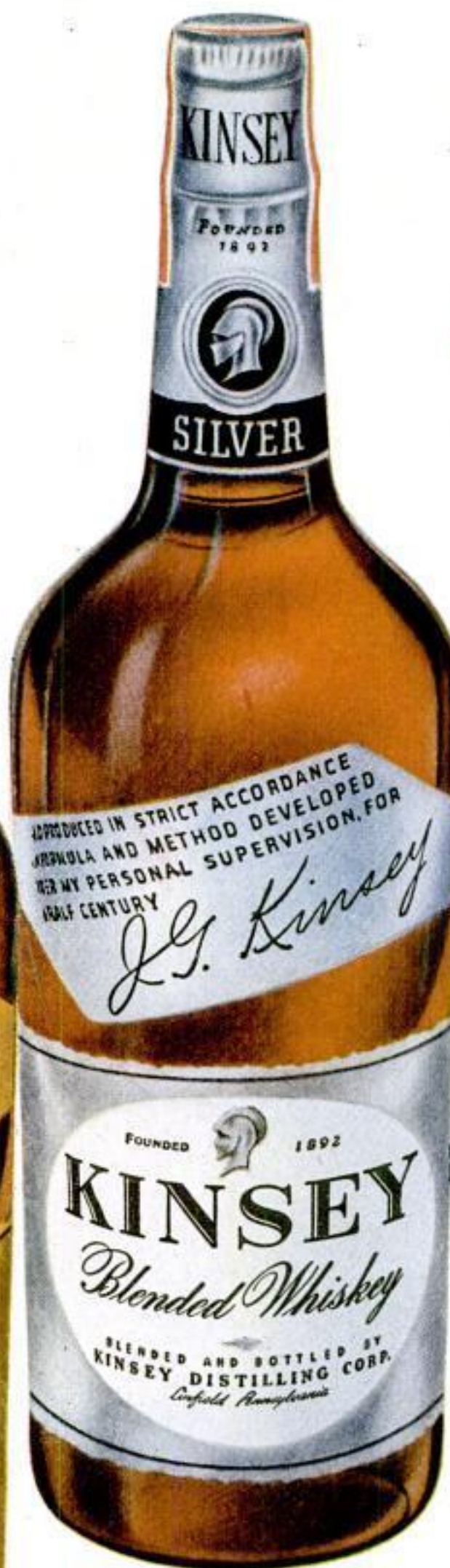
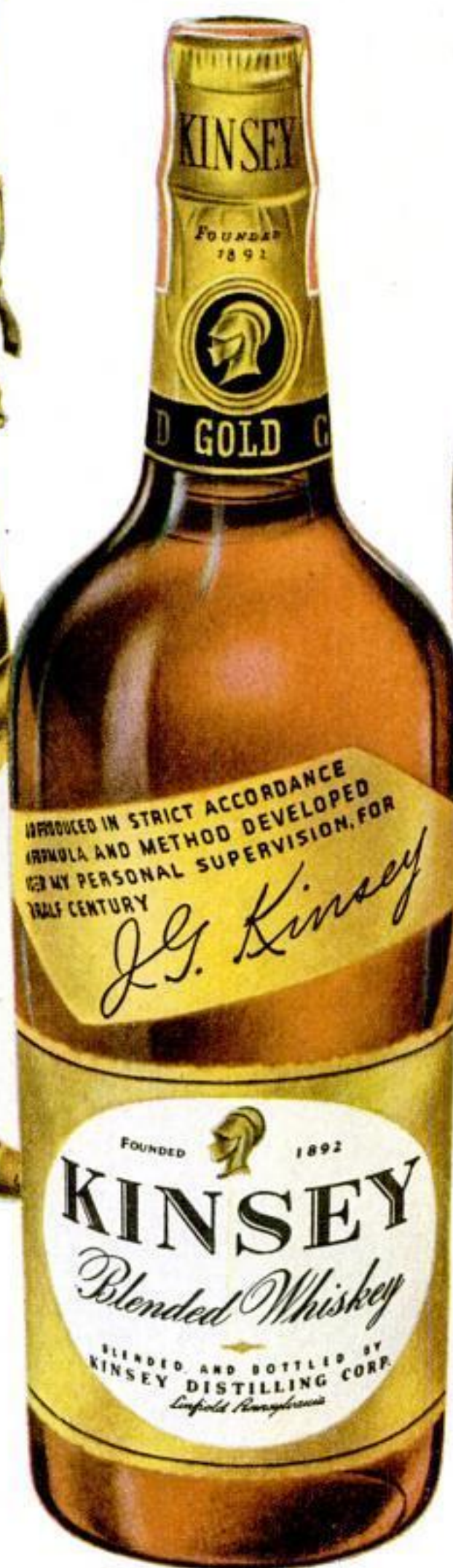
KINSEY

because it's unhurried



KINSEY "GOLD"

Rich, full-bodied ... a luxury whiskey!



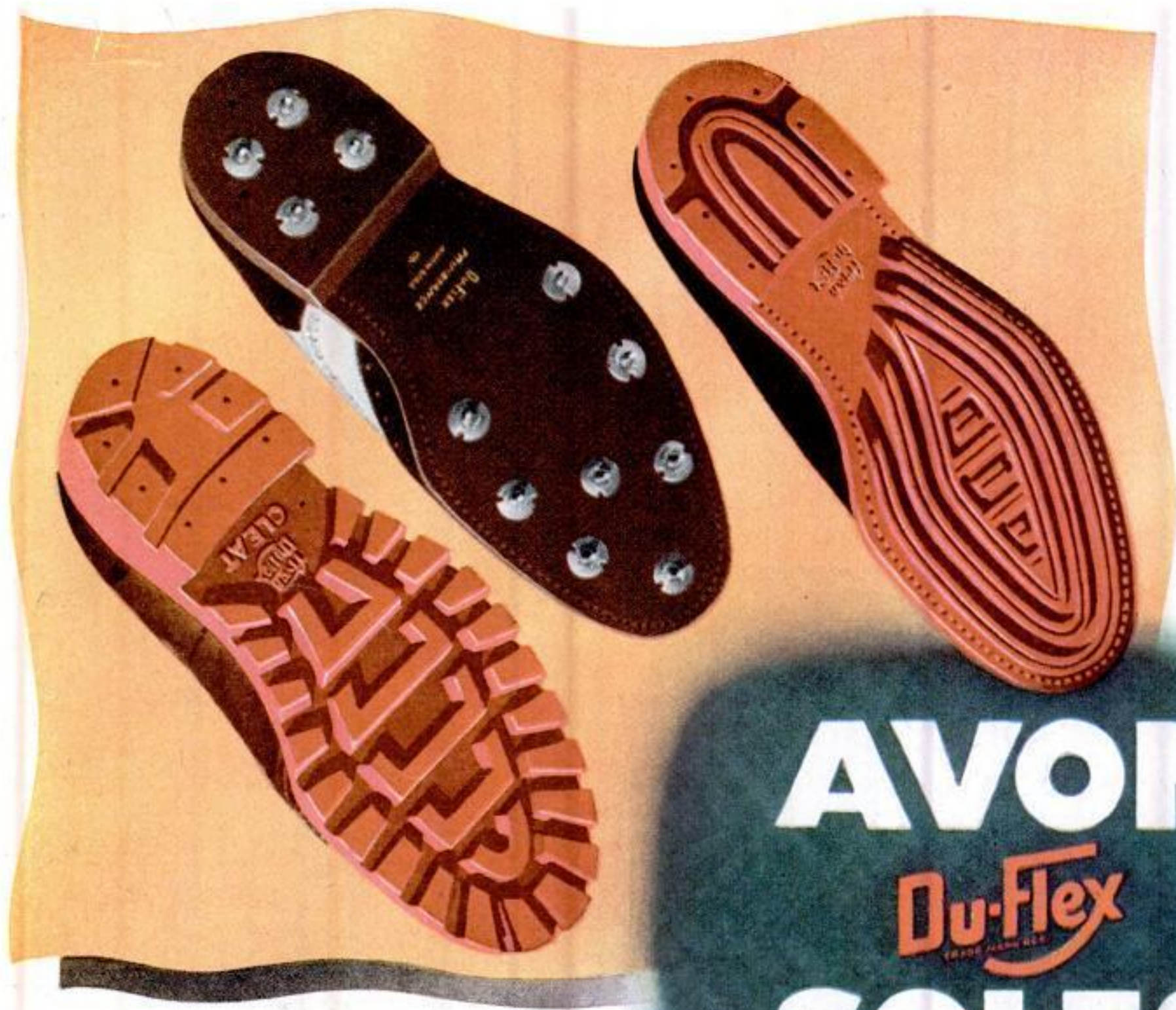
KINSEY "SILVER"

Light, mellow ... and a wonderful value!

Magnificent, matchless flavor ... *noble* flavor ... you'll enjoy it in every drop of Kinsey Whiskey.

Kinsey is so superb in quality because it is the *unhurried whiskey* ... blended with 56 years of skill and know-how.

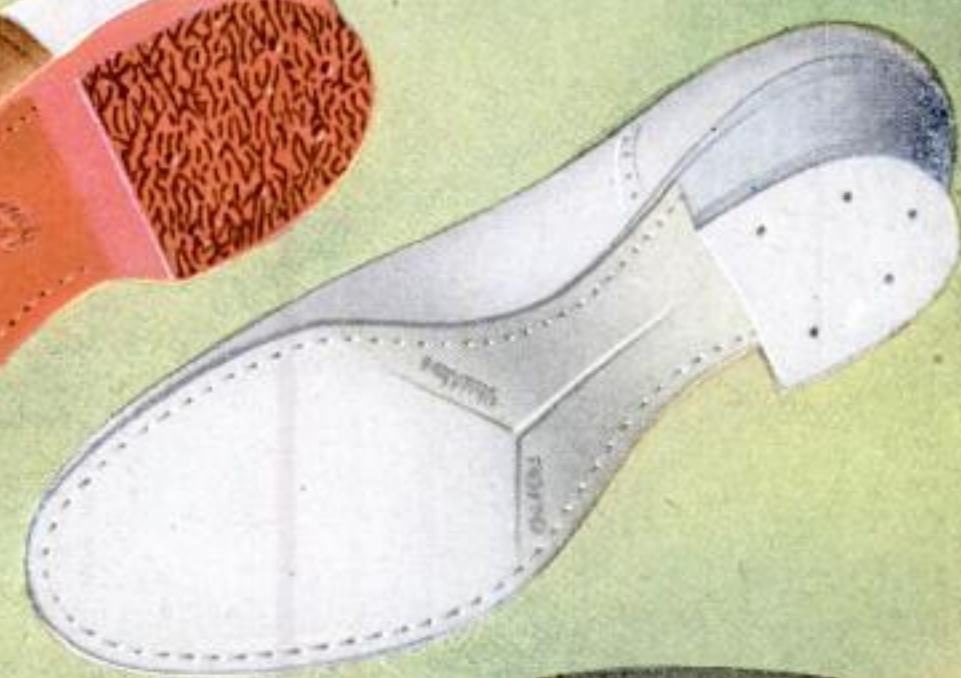
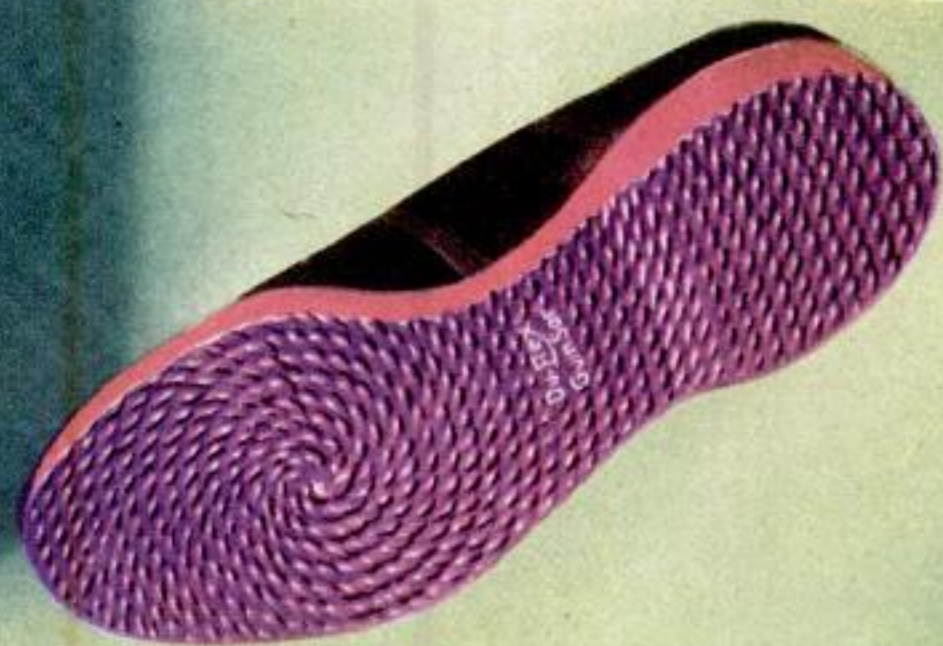
Try Kinsey today ... and see for yourself how really smooth ... how really delicious ... how really *noble* a whiskey can taste.



AVON

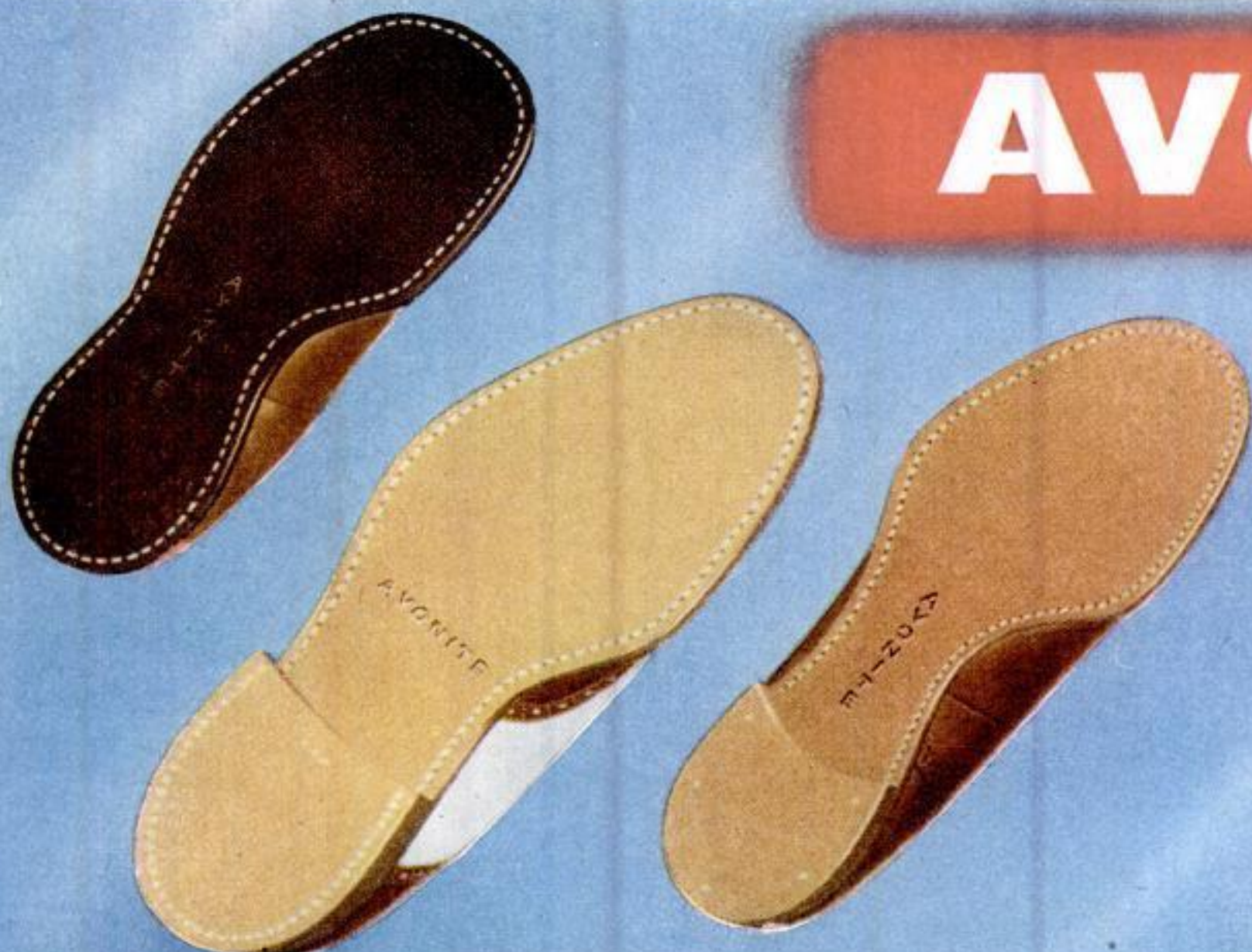
Du-Flex
TRADE MARK REG.

SOLES



AVONITE

TRADE MARK REG.



Solemarks of Quality

not on all shoes, just the best ones!

Avon makes soles for every type of shoe for every member of the family. There are velvety Du-Flex NAP, springy Du-Flex GumSar and tough Du-Flex GRISTLE, in plain or design soles. Then there's AVONITE, the Avon Sole that keeps good shoes in good shape much longer. You'll find Avonite on the finest dress and utility shoes for men, women and children.

AVON SOLE COMPANY

AVON • MASSACHUSETTS

PIONEERS OF QUALITY AND SPECIALISTS IN THE
PRODUCTION OF FINE SOLE MATERIALS FOR THIRTY-SIX YEARS

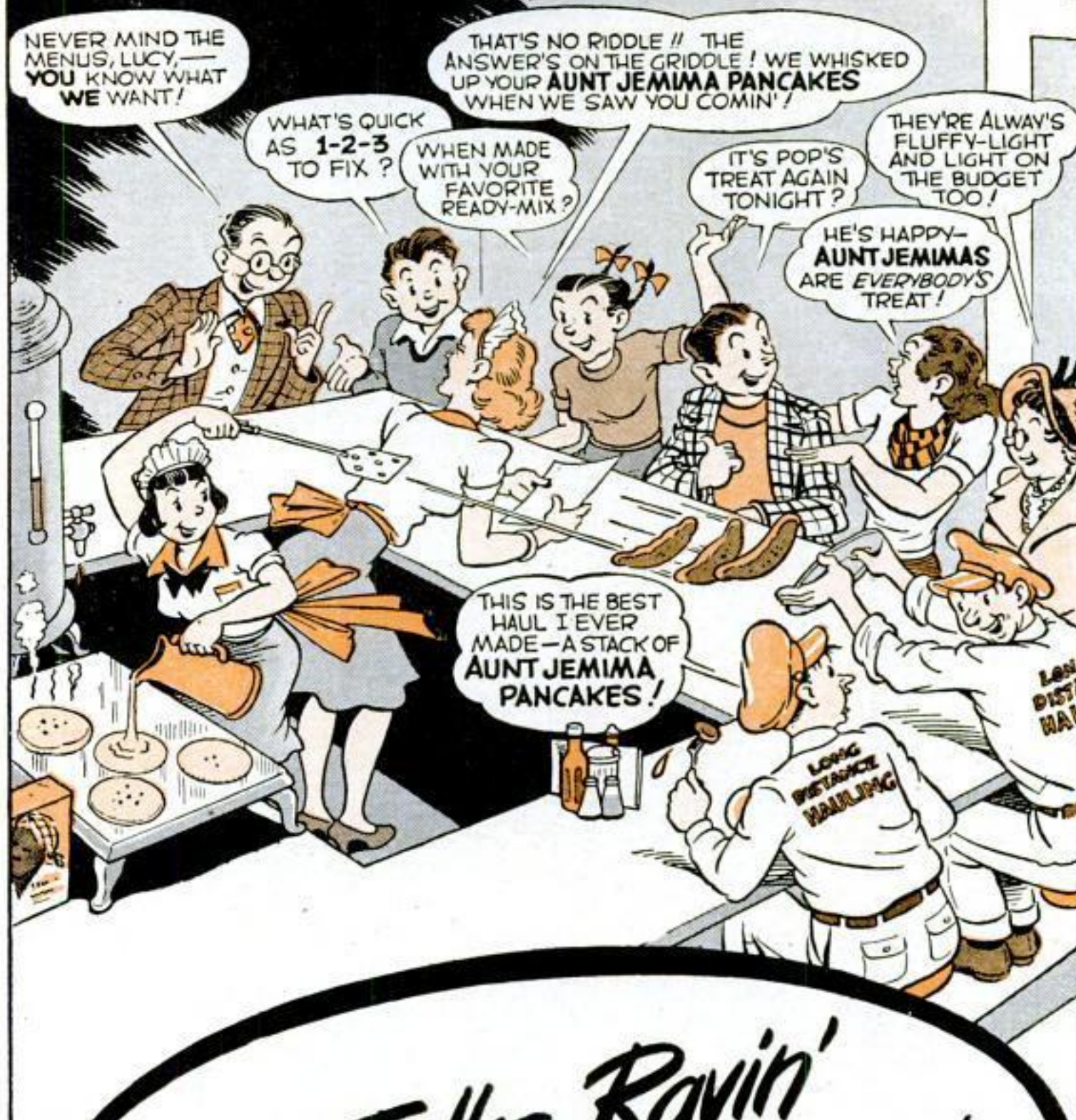


PALM TREE made of old burlap strips and a few fronds proves to be an unwieldy dancing partner for this girl as she tries to put her arms around trunk.



SPROUTING A HEAD AND ARMS, tree assumes a more familiar dancing stance. Girl's headdress is a homemade affair decorated with iced-tea spoons.

QUICKEST ROUTE TO HAPPY EATIN'!



Set Folks Ravin'
with Money-Savin'
AUNT JEMIMA
PANCAKES



Butter-Stretchin' Syrup

Heat and beat together 1 cup of your favorite syrup and 4 tablespoons of butter or margarine. Serve hot over light, fluffy Aunt Jemima Pancakes.* Mighty happifyin'!

*Easy to fix as smilin'. Just add milk or water to Aunt Jemima Ready-Mix.



Get the red box of Aunt Jemima Ready-Mix for fluffy-light pancakes and waffles; the yellow box for taste-tinglin' buckwheats. And... for twice as much pancake fun, get both kinds instead of one!

Got the **COLD** miseries?

See how Minit-Rub can help you!



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That *quickly* helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active menthol vapors begin to ease that nasal stuffiness feeling.



MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!



The Modern Chest Rub

MRS. WILLIAMS DISCOVERS ENVELOPES THAT SEAL WITHOUT LICKING



They're SELF-SEAL* Envelopes... the time-saving envelopes that speed any mailing chore! They never need licking... all you have to do is *just press the seal-flaps together*. Look for the distinctive SELF-SEAL band at all stores where stationery is sold. Two convenient sizes... attractively packaged... matching paper available. Made by **UNITED STATES ENVELOPE CO.**, Springfield, Mass., world's largest manufacturer of envelopes. Send 10¢ (stamps or coin) for "Get-Acquainted" Package.

*T. M. REG. U. S. PAT. OFF.

MISCELLANY



ACTOR GEORGE HALL PUFFS HIMSELF POPEYED WITH RUBBER HOOKAH



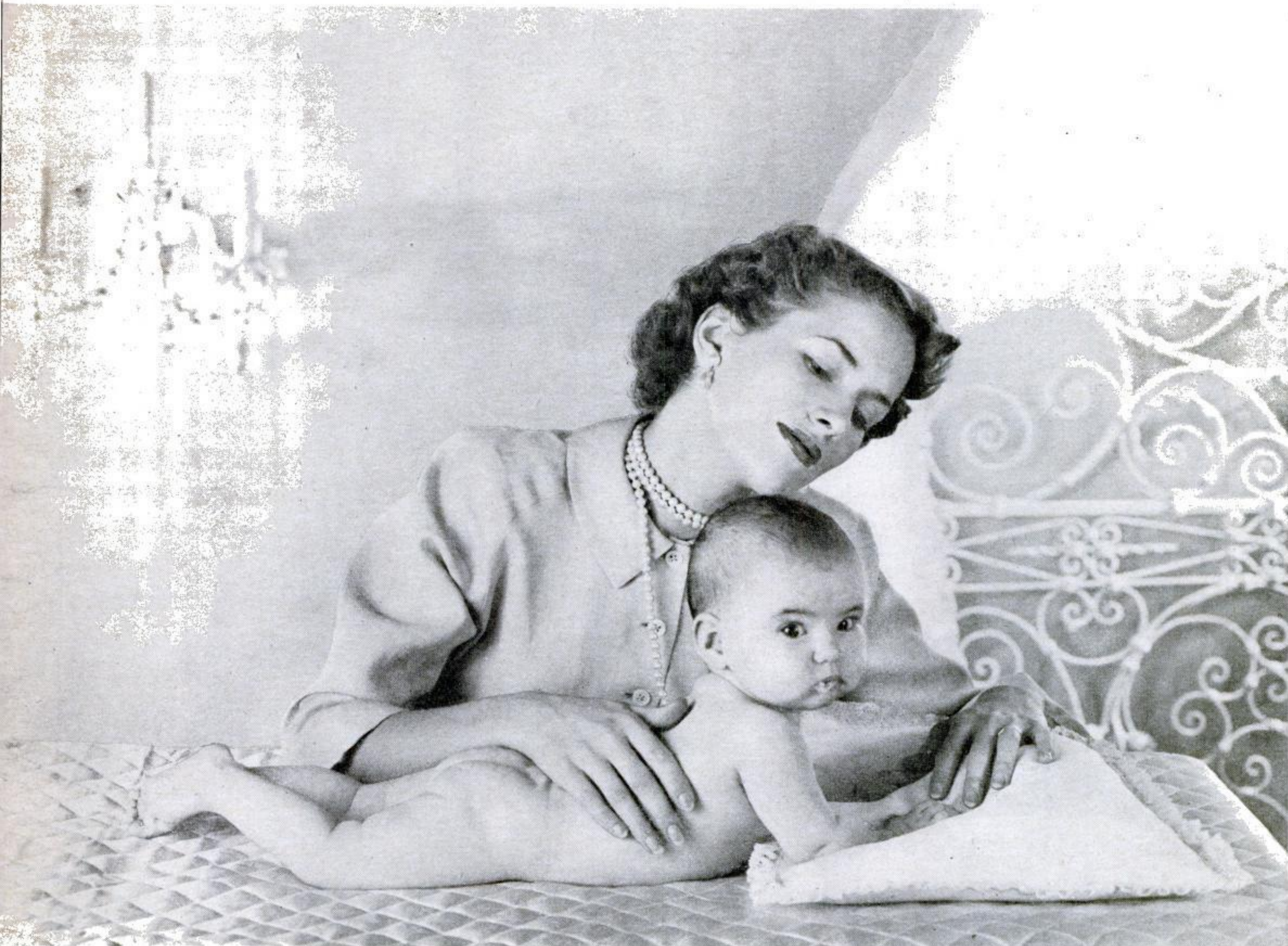
A SELF-PORTRAIT IS FASHIONED FROM BALLOONS BY BURT SHEVELOVE

BALLOON SCULPTURE

Twisting and stretching produces strange shapes

Ever since fathers began muscling in on electric trains, kids have lost ground in the battle to hang onto their toys. Now adults have moved in on the balloon. At a recent party in New York the adults shown on these pages found that by stretching, twisting and knotting a particularly tough species of balloon, they could make animals, caricatures, abstract patterns—almost anything. The developer of the balloon is an ex-vaudeville performer named Billy Romano, who says that in 13 years of balloon blowing his chest has expanded from 34 to 40 inches.

CONTINUED ON PAGE 142



All over his tiny body that tender skin needs your loving care

Give his thinner baby skin your gentlest care



You're careful to use cotton or a soft, soft cloth to cleanse his face. Your own washcloth would be much too harsh—his skin is so much thinner and more delicate and more sensitive than yours. New studies show it would be irritated and injured sooner, would "rub off" more quickly. Your baby depends on you never to hurt that tender, baby skin.



He doesn't like being changed too frequently—but you *have* to keep that delicate skin dry. Up to six months—try fluffing up twenty or more sheets of soft, absorbent ScotTissue and lining his diapers. Instead of changing the whole diaper, often you can simply remove the wet or soiled tissue and flush it away. Pleasanter for baby and saves laundering.



More mothers every day are finding the ideal combination of "tender-skin" qualities in ScotTissue. Cloud-softness that never chafes. Quick, sure absorbency for clean, clean cleansing. And just enough strength to guard against tearing and shredding. You can trust ScotTissue to give your baby's thinner skin the gentle care it needs.

Trade Mark "ScotTissue" Reg. U. S. Pat. Off.

ScotTissue is soft as old linen

Now! Pressure Cooking without Danger

EKCO Prevents These Two Pressure Cooking Accidents



Can't Scald Hands

Because



you can't take the Ekco Cover off until steam pressure inside is all gone.



Can't Ruin Ceilings

Because



Ekco's exclusive 3-way safety shield lets excess steam pressure escape without geysering.



The Smartest Women Now Buy EKCO PRESSURE COOKERS

No Other is so simple and safe. You can't scald hands or face, taking the cover off the Ekco—because it can't come off until the steam pressure inside is all gone. You can't ruin ceiling with the Ekco due to overheating, because the Ekco safety plug is shielded 3 ways to let excess steam pressure escape without geysering.

Simplest pressure cooker to operate is the Ekco because only Ekco has the famous Magic Knob, which you put on or take off with only three fingertips of one hand.

Save vitamins, minerals, flavoring and color. Save time, money; save vitamins, minerals. Save fresh color and flavor. Get complete instructions and speed timetables in the Ekco Cookbook.

Insist on Ekco by name for your safety and peace of mind. Accept no other. Ask for it at good hardware, department and appliance stores... wherever good housewares are sold.

*Insist on EKCO
by Name*



EKCO

simplest safest

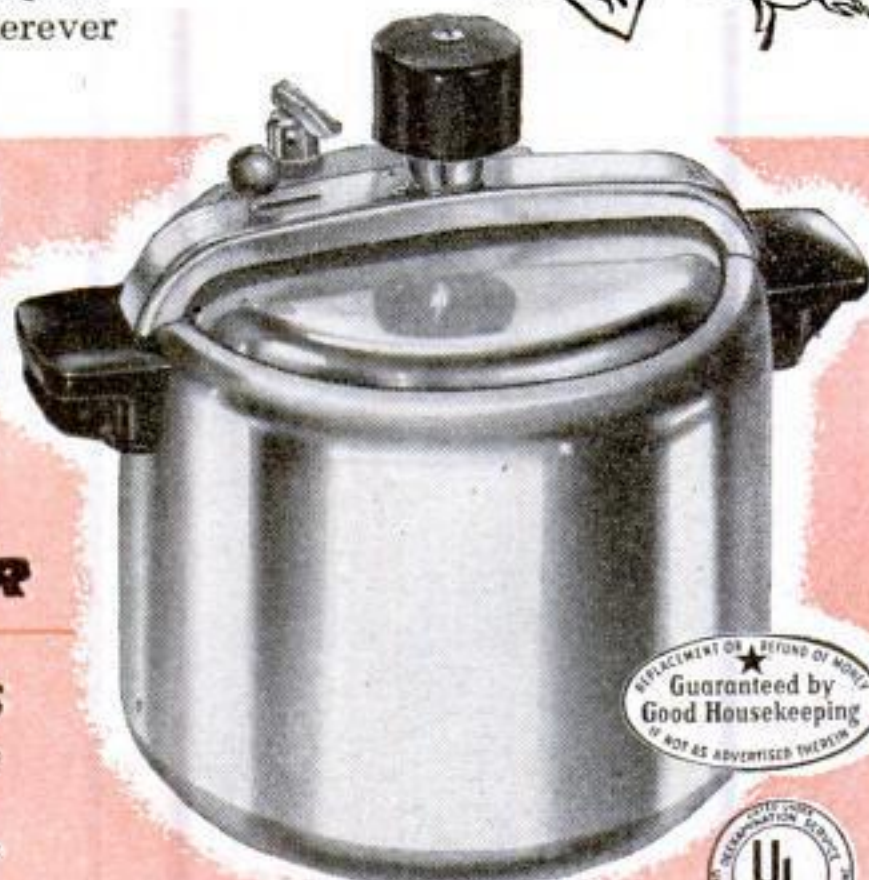
PRESSURE COOKER

4 MODELS IN THREE SIZES

- 2½ Qt. "Hostess" Model....\$ 9.95*
- 4½ Qt. "Chef" Model.....\$13.95
- 4½ Qt. "Hostess" Model....\$12.95*
- 6 Qt. "Hostess" Model....\$14.95

Slightly higher west of Rockies

*Table Casserole Service Cover available \$1.00



Precision Made
by Ekco

EKCO

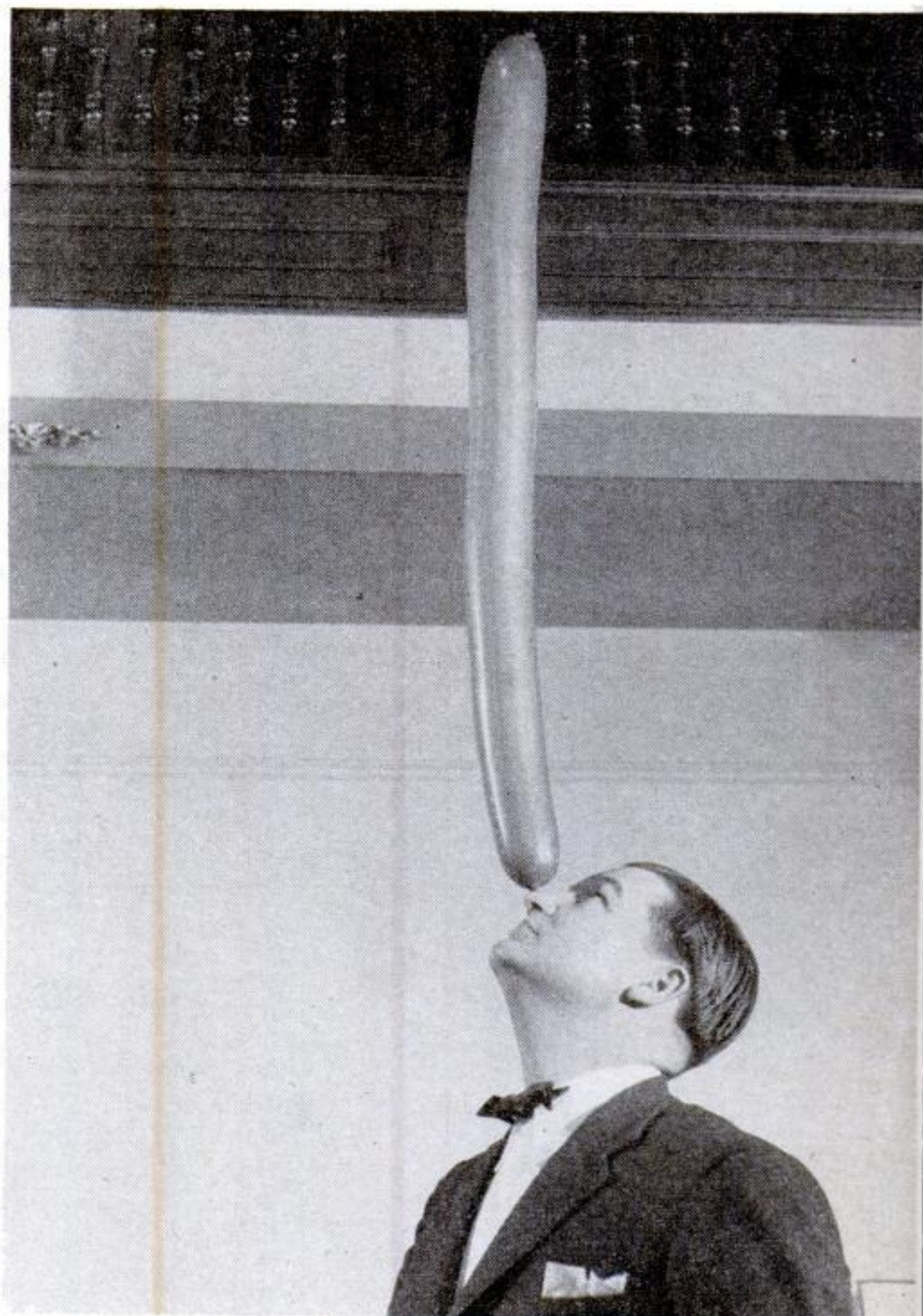
Guaranteed by
Good Housekeeping



Balloon Sculpture CONTINUED



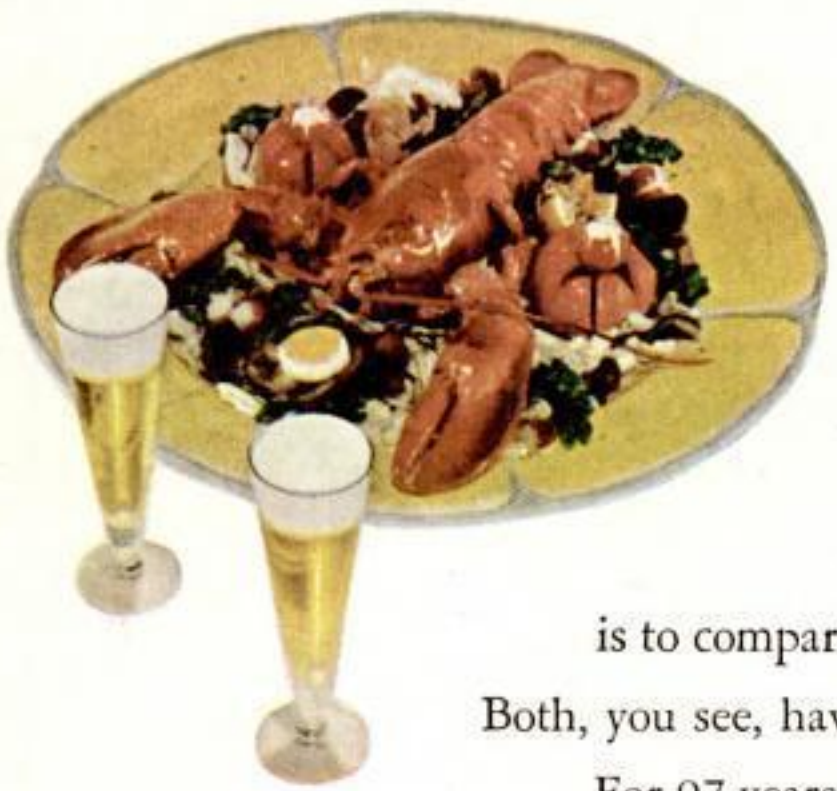
STRETCHING THE BALLOON before blowing makes it easier to inflate. Here Mrs. Thomas Noyes starts work on what eventually became a reindeer.



BALANCING ACT is tried by Mrs. Noyes's husband, who broke many balloons while seeing how big he could get them, failed to create any figures at all.



KERLEE



At the Peak of Flavor

THE simplest way we know to describe the refreshing flavor of Blatz Beer

is to compare it to a pailful of delicious, bush-ripened blackberries.

Both, you see, have been ripened and mellowed to the very peak of flavor.

For 97 years, we've brewed *only in Milwaukee*, and we're proud that Blatz is Milwaukee's *first* bottled beer. If you've asked for Blatz Beer and couldn't get it, please be patient. We're growing as fast as good building and good brewing will let us . . . to bring Blatz to your neighborhood soon.



Milwaukee's first... America's finest... Bottled beer

©1948, Blatz Brewing Co., Established 1851 in Milwaukee, Wisconsin

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"I'VE TRIED THEM ALL,
CHESTERFIELD IS MY
FAVORITE CIGARETTE"

Claudette Colbert

STARRING IN A
TRIANGLE PRODUCTION
"SLEEP, MY LOVE"
RELEASED THRU UNITED ARTISTS



WHY I smoke Chesterfield

(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

"I like to sell my tobacco to Liggett & Myers because they've been buying my best tobacco for Chesterfield and paying the top price to get it ever since I started raising tobacco."

"I've been smoking Chesterfields ever since I started raising tobacco. I know they're made of mild ripe tobacco because that's the kind they buy from me."

J. Hogan Ballard-

TOBACCO FARMER,
BRYANTSVILLE, KY.



Always Buy CHESTERFIELD

ALWAYS Milder BETTER TASTING COOLER SMOKING